

## ANALYSIS OF JEKDES ONLINE TRANSPORTATION APPLICATION SYSTEM IN INCREASING SALES PROFIT OF JEKDES BUSINESS PARTNERS IN REGION 6 SUKABUMI REGENCY

Asep Saepul Gaos<sup>1\*</sup>, Elan Eriswanto<sup>2</sup>, Andri Indrawan<sup>3</sup>  
Universitas Muhammadiyah, Sukabumi, Indonesia<sup>123</sup>  
[asepsaepulgaos@gmail.com](mailto:asepsaepulgaos@gmail.com)<sup>\*1</sup>, [elaneriswanto@ummi.ac.id](mailto:elaneriswanto@ummi.ac.id)<sup>2</sup>,  
[andriindrawan@ummi.ac.id](mailto:andriindrawan@ummi.ac.id)<sup>3</sup>

**Abstract:** Technological developments are increasingly giving changes in the business world, especially in small-scale businesses. The presence of transportation Online in the form of an application that is a feature mobile phone called Jekdes, provides extraordinary assistance in making it easier for small traders to do business well and earn good profits. This study aims to analyze the transportation application system online Jekdes used by Jekdes business partners in increasing sales profit. The method used is qualitative research with descriptive and associative approaches. The results of the study show that there are weaknesses in the system used by Jekdes which is connected to partners so that business partners are not satisfied with the service from the application, the profit received is only slightly from sales through the Jekdes application, thus data analysis shows the profit received by the business partner of the village more manual systems than the results of the applications used.

**Keywords:** Business Partner, Sales Profit, Applications Systems, Transportation Online

---

### INTRODUCTION

Lately the system of changes in Smartphones has changed the pattern of social life. In various sectors, Smartphones can be used as services in economic progress. The application system found on Smartphones facilitates various social activities such as information services, location, time, payment systems, and others. In addition, it can also manage resources easily and can be accessed through the system in the Smartphone.

Information from an international journal research, the use of Mobile Payment in online transportation for example in Beijing, China and Opporto, Portugal. China's online transportation payment system uses applications managed by Beijing Public Transit Holding (BPTH), Beijing Subway, and Operation Company. While in Opporto, for example, Signature Title, Occasional Title, Adnante, and others Fontes et al. (2017).

E-Commerce Sales System at Dlapak Street Distro Wear is a prototype of a computerized system application that is made on a web-based basis and contains all data processing databases appropriately so that they can manage the database into information needed by users Susandi (2017)

The development of Information and Technology is currently so rapid, especially in economic progress. One of these impacts is application-based development of transportation in facilitating the ease of the economy. The presence of applications on Mobile Phones from the development of Technology and Information makes it easier for

---

people to expand marketing and market distribution, especially those who are mostly in urban areas Nandi (2019)

Online transportation is indeed very in demand because people's needs want good communication in the business world, schedule meetings, career needs, personal needs, and others that society needs at this time. Some of the well-known Platforms such as GOJEK or GRAB have not completed the needs of today's society because there are not many other Platforms. People hope that there are tens or even hundreds of more Platforms that have the same quality as the famous Platforms above, namely GOJEK and GRAB because they are famous for security, service, and economical prices. Nandi (2019)

Online transportation has a significant effect either partially or jointly. -equal in income in increasing Culinary Business Turnover. In this study, around 70% of MSME partners began to apply online ordering because it affected the sales style of MSMEs in Surabaya. From the research above, the presence of online transportation can increase profits from before when people have not used online transportation services. If you look at the history of the emergence of online-based transportation starting in early 2014, for example, there are Gojek, Grab, Uber, Taxi Online, and many more, especially in their respective regions Di et al. (2018)

Most of the increase in turnover or profit received by ojek online partners is felt to be very useful if the online motorcycle taxi has good quality and service. The presence of online motorcycle taxis now in the area wants to feel the same as those in cities, so in one of the right areas, Kab. South Sukabumi or called the Pejampangan area or the 6th District. Sukabumi. There is a need for research among regions that generally have widespread use of the Jekdes application by MSMEs, users of motorcycle taxi drivers as partners and Jekdes customers, namely areas in Jampangkulon, Cibitung, Surade and Ciracap Districts.

## **METHODS**

In this study using a qualitative method with descriptive and associative elaboration. The reason for taking the qualitative research initiative is because the application used and the company used is still new. In the view of Qualitative Research, the symptoms are holistic (comprehensive, cannot be separated), so that qualitative research will not determine its research only based on research variables, but covers the entire social situation, including aspects of place, actors, and activities Sugiyono (2016). This research is naturalistic research conducted with experiments and surveys Sugiyono (2016). By using a descriptive and associative approach, researchers will find a deeper relationship between problems related to profits found in the field and the work system of the Online Transportation Application. The subject of this research was carried out by the students themselves and assisted by several friends in the process of documentation and suggestions. The initiative of this research sees that there is a chance for the success of the Transportation Application, Online which is named Jekdes, in increasing the profit from the sales of the JEKDES business partners or small business actors who can provide welfare for them Sugiyono (2016) The research objects taken from this research are Application Conditions, Application System Applications, Profit Conditions Before Partnering, and Profit Conditions After Partnering. Each of the research objects

follows the specified variables, namely the Transportation Application System Online and Business Partner Profits Sugiyono (2016)

Time of Implementation This research was conducted from October 1, 2020 to February 27, 2021 and completed observations again on April 6 to 9 2021. The location of this research was in Region 6 Sukabumi Regency, with population and sample collection in 4 Districts, namely Ciracap, Surade, Cibitung Districts. and Jampangkulon which has the most active partner capacity. This uses a sampling technique sampling technique used using the Spradley theory, namely Place, Actors and Activities Sugiyono (2016). The actors who were sampled in this study were those who partnered with Jekdes and had the willingness to provide data information and comments on convenience using the Jekdes application. Qualitative data sampling techniques were Purposive and Snowball (Sugiyono 2016). The activities carried out by the partners are trading in food and household necessities Among the majority of existing partners, around 285 Partners are spread across Region 6 Kab. Sukabumi, but what was taken were 8 partners who came from 4 sub-districts with the same and different owners. Sampling as research sites include RM Kedai T'Noor (Surade), Asia Cell (Cibitung), Virage Cell (Cibitung), Fortuna Pharmacy (Jampangkulon), Cakwe House (Jampangkulon), Wenk Bakery (Jampangkulon, Wenk Bakery (Ciracap), Bakso Tiga Saudara (Surade), and Bamboe Kuning Restaurant (Surade). Data was collected by means of documentation and in-depth interviews. During the interview session, a recorder was used and photos were taken with a cellphone to capture the complete results of the conversation. Data Analysis Techniques used the techniques used by Miles and Huberman, which is carried out interactively and continues until it is complete until the data becomes saturated. Among these applications are data reduction, data display, and verification conclusions.

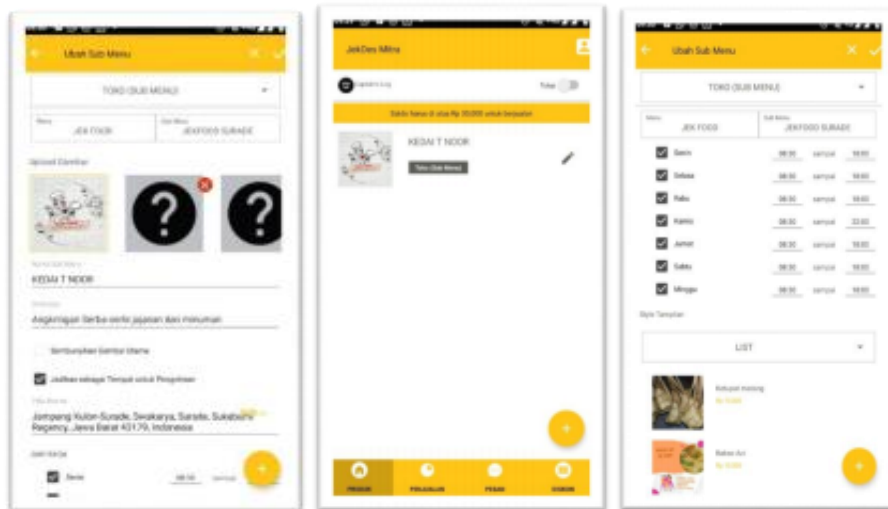
## **RESULTS AND DISCUSSION**

The existence of Jekdes is still relatively new. a month before the Covid-19 virus went viral, which was in March 2020. Actually, there have been two years of existence un previously but still in the testing phase. Online transportation is accused of being the cause of the decline in the income of conventional transportation drivers. Is it wrong with the online application in the field of transportation? Of course not, because technological progress is something we cannot avoid in this life Tarmizi (2018) As of January 2019, 93% of internet users in Indonesia search for goods or services online, 90% of users visit online stores with various devices, 86% of users make online transactions from various devices (laptops and cellular), 37% of users make transactions via PC or laptop, and 76% of users make online transactions via smartphone devices. The sufficient explanation above implies that the potential for online shopping has developed in Indonesia, which must be done with digital marketing and businesses Sulaksono & Zakaria, (2020)

Online transportation should be more profitable for business actors in marketing products, increasing sales profits for partners. The Jekdes application is a platform that controls transportation online which is currently being used by people, especially those in urban areas. The results of the initial survey showed that around 75% of the community enthusiastically agreed with the presence of Jekdes as an online transportation medium

because it facilitated the transaction process, especially this pandemic season. From the results of data collection, Jekdes partners in the field were allowed to provide information about Jekdes, including giving many impressions and suggestions. Of the 8 samples regarding the variable x, namely the Online Transportation Application System, it shows the impression that the village transportation service is very useful for adding quantity to sales and helping in obtaining good profits. The rest of the 8 samples, 2 partners did not give much advice and agreed with the existence of Jekdes because it had contributed a lot to their efforts, and the rest gave suggestions that the quality of the application system used should be better. While Variable Y is the Sales Profit of the Jekdes Business Partners, from the 8 samples there are 2 business partners who have more profits because of the application, and 6 more partners think that the Jekdes application only helps in marketing, the rest the increase in the amount of sales profit obtained from purchases normal or manual.

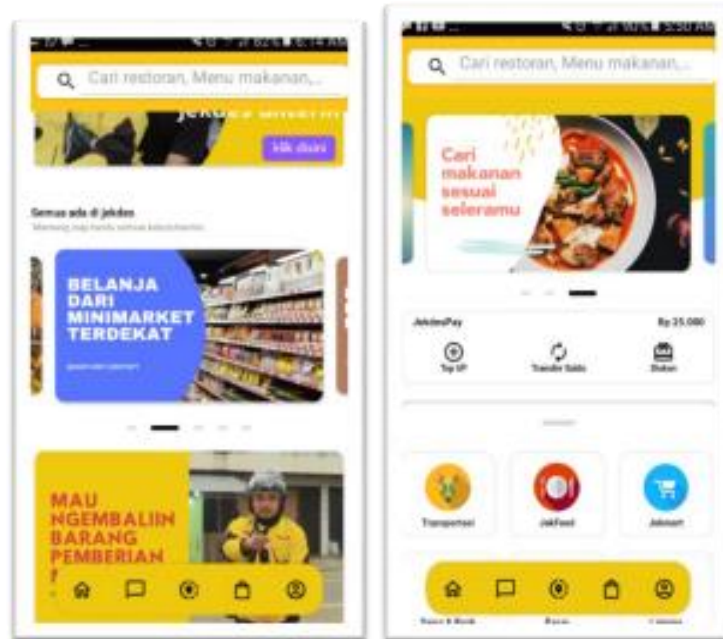
The following is the form of the Jekdes application owned by partners:



**Figure 1. Display of the Jekdes Business Partner Application**

Source: Screenshot of Playstore applications

While consumer-owned applications are as follows:



**Figure 2. Display of Consumer-owned Applications**

Source: Screenshot of Playstore applications

Basically the application can help in the process of human activities in terms of ease of work and finance, but according to the partners, Jekdes has many shortcomings, one of which is not maximizing marketing in maximizing the use of marketing tools.

### **Quality Of The Online Transportation Application System**

The Improving the public transportation system is indeed an easy thing, but that does not mean it is impossible. It takes a lot of time and money to realize a quality transportation system Wahyusetyawati, (2017) quality of the Jekdes application system can be said to be good because it has sufficient features, especially on a small scale and its presence in remote villages. However, some supporting equipment, if observed, turns out that the signal quality also has an effect, even the most important. If frequent updates will result in failed access at the same time there are transactions and system repairs. According to the Founder of Jekdes, Agis Prayudi, the Jekdes application is designed according to the small capacity of users in the area of 6 districts. Sukabumi, unless one district is full. The Jekdes application often has errors because of its quality, even though every month they always update regularly. From the partners' explanations regarding the quality of the system used by partners, it is summarized in the following table:



**Table 1. Description of the Jekdes Partners regarding the quality of the Online Transportation Application System used**

Name of Complaint Number	Answers Same Sample
<b>Positive</b>	
Supports profit increase	2 Partners (25% of 8 Partners)
Easy-to-use application	3 Partners (37% of 8 Partners)
There is a Q&A feature between consumers	1 Partner (12.5% of 8 Partners)
<b>Negative</b>	
No Features Sales Increase Curve	1 Partner (12.5% of 8 Partners)
Lack of improvement resulting in Error	6 Partners (75% of 8 Partners)
Difficulty accessing it	5 Partners (63% of 8 Partners)
Appearance Less attractive	1 Partner (12.5% of 8 Partners)

Source: calculated data made by business partners

From the statement above, 57% of the responses were negative and 43% gave a good response.

#### **Partner's Sales Profit Before Partnering With Jekdes**

From the observations during the data reduction and processing process, the researchers only found written data by the partners themselves and continued to be checked again so that the data received matched the actual data on the partners' records.

**Table 2. Profits Earned by Partners Before Partnering with Jekdes**

PARTNER NAME	Dec 2019	Jan 2020	Feb 2020
<b>Fortuna Pharmacy</b>		Rp. 8.347.135	Rp. 7.420.000
<b>Asia Cell</b>	Rp. 7.000.000	Rp. 5.500.000	Rp. 4.000.000
<b>Restaurants Yellow Bamboe</b>	Rp. 43.750.000	Rp. 27.000.000	Rp. 25.500.000
<b>Wenk Bakery Jampangkulon</b>	Rp. 100.000.000	Rp. 85.000.000	Rp. 75.000.000
<b>Meatballs Three Brothers</b>	Rp. 25.450.000	Rp. 27.000.000	Rp. 25.500.000
<b>T'Noor Shop</b>			Rp. 100.000
<b>Cakwe House</b>			Rp. 130.000
<b>Wenk Bakery Ciracap</b>		Rp. 10.000.000	Rp. 30.000.000

Source: calculated data made by business partners

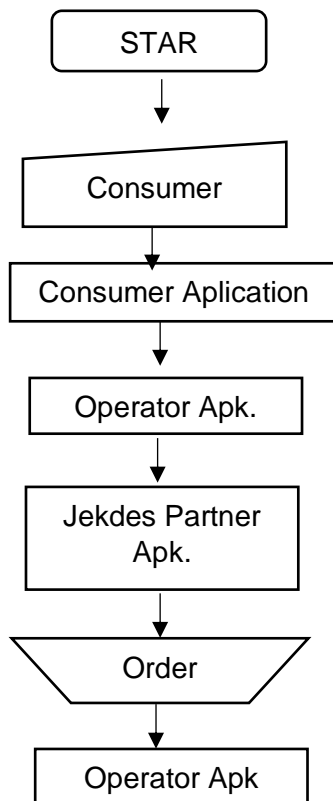
From several partners there are high-income businesses and some are low-income. Because basically Jekdes has the main goal of increasing businesses in rural areas. It can be seen that before using Jekdes, the partners already had several customers. This means that before the presence of online transportation applications as the best delivery service, it is possible that the income of partners will be easily marketed.

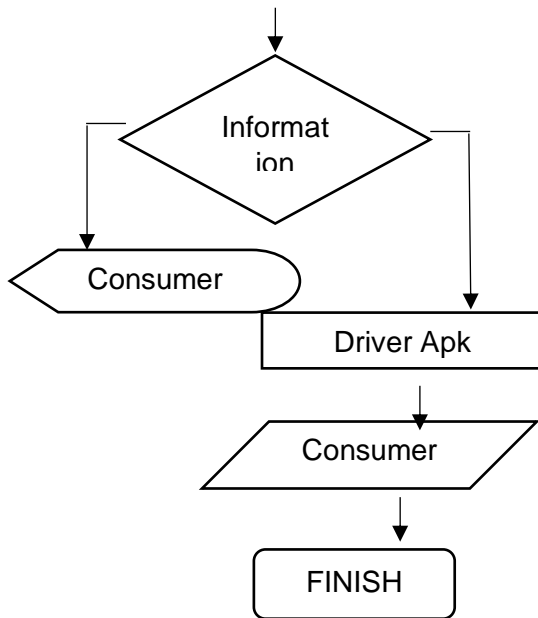
### **Implementation Of the Online Transportation Application System In Increasing Partner's Sales Profit**

Limited Human Resources (HR) and business management problems. Human resources are a very important central point for progress and development. Weak business networks and the ability to penetrate the business market have an important role in the development of MSMEs. The very limited business network and low market penetration ability due to the very limited number of products produced and having less competitive quality are obstacles in terms of competitiveness with large-scale industries Putra, & Mindarti, (2020).

From the results of the last verification, after getting a lot of information, data on profit gains after using Jekdes were presented and the estimated results of Sales for Jekdes services were presented by the managers of the Jekdes Partners themselves.

The sequence of use of the Application and how the transaction as follows:





**Figure 3. Flowchart of Jekdes Application Sistem**

Source: calculated data made by business partners

Flowchart Flow Booking Consumer use Application Jekdes  
Data from sales profit obtained by The existence of the Jekdes Online Transportation System is as follows:

**Table 3. Profits from Sales of Jekdes Partners After Partnering**

<b>PARTNER NAME</b>	<b>Mar 2020</b>	<b>Apr 2020</b>	<b>Dec 2020</b>
<b>Fortuna Pharmacy</b>	Rp. 8.510.000	Rp. 11.001.000	Rp. 9.212.000
<b>Asia Cell</b>	Rp. 8.000.000	Rp. 6.000.000	Rp. 7.000.000
<b>Restaurants Yellow Bamboe</b>	Rp. 38.000.000	Rp. 28.750.000	Rp. 22.500.000
<b>Wenk Bakery Jampangkulon</b>	Rp. 100.000.000	Rp.130.000.000	Rp. 105.000.000
<b>Meatballs Three Brothers</b>	Rp. 28.800.000	Rp. 40.000.000	Rp. 144.000.000
<b>T'Noor Shop</b>	Rp. 200.000	Rp. 150.000	Rp. 280.000
<b>Cakwe House</b>	Rp. 1.100.000	Rp. 1.200.000	Rp. 990.000
<b>Wenk Bakerry Ciracap</b>	Rp. 28.000.000	Rp. 35.000.000	Rp. 45.500.000

Source: calculated data made by business partners

As for the presentation of work obtained from sales results using the Jekdes Application, they are as follows:



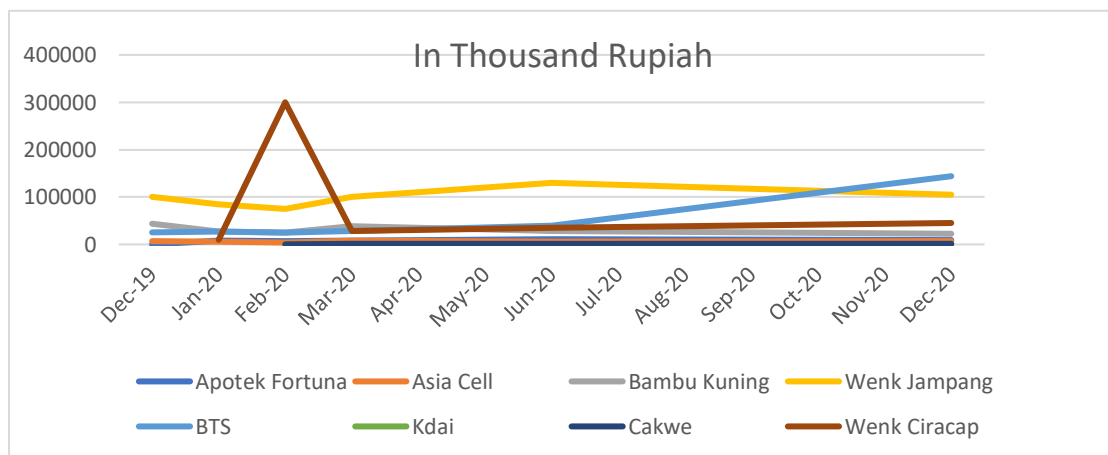
**Table 4. Percentage of Profit Gains using the Jekdes Application**

PARTNER NAME	Mar 2020	Apr 2020	Dec 2020
<b>Fortuna Pharmacy</b>	25%	40%	70%
<b>Asia Cell</b>	15%	10%	5%
<b>Restaurants Yellow Bamboe</b>	40%	60%	90%
<b>Wenk Bakery Jampangkulon</b>	30%	35%	25%
<b>Meatballs Three Brothers</b>	30%	20%	30%
<b>T'Noor Shop</b>	50%	80%	75%
<b>Cakwe House</b>	10%	25%	15%
<b>Wenk Bakerry Ciracap</b>	25%	30%	40%
<b>TOTAL</b>	25%	37.5%	43.75%

Source: calculated data made by business partners

From the results of the data above, it shows that there is enthusiasm from partners in using the Jekdes application, although not all of them are fully obtained from the Jekdes application. The presence of Jekdes has contributed to helping businesses in rural or remote areas.

Then the progress can be seen through the following graph:



**Figure 4. Profits Gained by Jekdes partners**

Source: calculated data made by business partners

Region VI is an area far from urban areas, so it is still lagging behind urban areas. This reflects the progress of digitalization, especially in the economic field. The income

earned by partners is a reflection of the people who are starting to move from ordinary businesses to digital-based businesses. There are several reasons that lead to the lack of perfection of Jekdes in helping partners profit, including the following:

**Table 5. Partner Name Jekdes**

<b>PARTNER NAME</b>	<b>Strong Reasons For Partners</b>
<b>Fortuna Pharmacy</b>	Consumers need fast service
<b>Asia Cell</b>	majority of consumers in the system come directly because they see the goods directly,
<b>Restaurants Yellow Bamboe</b>	Some consumers like to eat at places other than at home.
<b>Wenk Bakery Jampangkulon</b>	Lack of better marketing in the application.
<b>Meatballs Three Brothers</b>	Consumers like to eat in place because the service is faster .
<b>T'Noor Shop</b>	Consumers can't see many specifications of goods and tend to choose dishes that they subscribe to, whileshop this is new
<b>Cakwe House</b>	Lack of delivery speed than the driver
<b>Wenk Bakery Ciracap</b>	alertness from operators to complete the features in the application that make it easier for consumers and partners

Source: calculated data made by business partners

### **CONCLUSION**

Transportation Application System Online should provide more assistance to entrepreneurs in areas, especially in remote areas. The presence of Jekdes has become a highly anticipated tool for the community, especially traders or business managers in the Region 6 Sukabumi Regency. A total of 285 Partners have joined Jekdes. Meanwhile, from 8 partners spread over four sub-districts that became the research sample, there were still many complaints. From the statement above, 57% of the responses were negative and 43% gave a good response. If taken from the average interest in presentations from March, June, December 2021, they are 25%, 37.5%, 43%, respectively. This means that there is an increase in consumer interest in using the Jekdes application. From the results of the search, the shortcomings of the application are the lack of speed in service, application features that have not been maximized, and transaction methods that have not been well automated.

### REFERENCES

- Di, Kuliner et al. (2018). "Eksistensi Transportasi Online (Go Food) Terhadap Omzet Bisnis." : 1405–11.
- Fontes, T et al. (2017). "Mobile Payments Adoption in Public Transport." *Transportation Research Procedia* 24: 410–17.  
<http://dx.doi.org/10.1016/j.trpro.2017.05.093>.
- Nandi. (2019). "The Influence of Online Transportation Application to the Mobility and Economic of the Society ( Case Study on Using Grab and Go-Jek in Bandung , Indonesia ) The Influence of Online Transportation Application to the Mobility and Economic of the Society (."
- Putra, L, & Mindarti, L.I & Firda H. (2020). "Strategi Pengembangan Usaha Mikro, Kecil Dan Menengah (Umkm) Ekonomi Kreatif Kerajinan Kulit Di Kabupaten Magetan (Studi Pada Dinas Perindustrian Dan Perdagangan Kabupaten Magetan) Langgeng R. Putra 1 , Lely Indah Mindarti 2 , Firda Hidayati 3." : 969–79.
- Sugiyono. (2016). *Metode Penelitian Kualitatif, Kuantitatif Dan R&D*. Bandung: Alfabeta.
- Sulaksono, J, & Nizar Z. (2020). "Peranan Digital Marketing Bagi Usaha Mikro , Kecil , Dan Menengah ( UMKM ) Desa Tales Kabupaten Kediri." 4(1): 41–48.
- Susandi, D. (2017). "Sistem Penjualan Berbasis E-Commerce Menggunakan Metode Objek Oriented Pada Distro Dlapak Street Wear." : 5–8.
- Tarmizi, A. (2018). "Strategi Pemasaran Umkm." *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT* 3(2): 191–98.
- Wahyusetyawati, E, & Ng. (2017). "Dilema Pengaturan Transportasi Online." *Jurnal RechtsVinding* (April): 1–4. <https://rechtsvinding.bphn.go.id>.