



JURNAL RAK (Riset Akuntansi Keuangan)
URL : <http://jurnal.untidar.ac.id/index.php/RAK>



Taksi Motor Online Meningkatkan Usaha Kuliner Pada Usaha Mikro Kecil dan Menengah *ONLINE MOTORCYCLE TAXIS BOOST CULINARY BUSINESS ON MICRO SMALL AND MEDIUM ENTERPRISES*

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ARTICLE INFORMATION

Article history:

Received date:

Accepted:

Available online:

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dampak kehadiran ojek online terhadap usaha UMKM seperti warung Dionza. Metode penelitian yang digunakan adalah metode kualitatif melalui pendekatan fenomenologis. Hasil penelitian ini menunjukkan bahwa peran ojek online sangat membantu Warung Dionza khususnya di masa pandemi covid-19. Dampak yang diberikan selain meningkatkan pendapatan juga membantu pelanggan yang memiliki keterbatasan waktu untuk datang langsung ke warung. Hal itu dapat dibuktikan dengan peningkatan pendapatan sekitar 30% setiap harinya.

Kata kunci: Ojek Online, Kuliner, Usaha Kecil dan Menengah

ABSTRACT

The purpose of this study was to determine the impact of the presence of online motorcycle taxis on MSME business such as Dionza stall. The research method used is a qualitative method through a phenomenological approach. The result of this study indicate that the role of online motorcycle taxis is very helpful for Dionza Stall, especially during the covid-19 pandemic. The impact given, apart from increasing income, also helps customers who have limited time to come directly to the stall. It can be evidenced by an increase in income of approximately 30% every day.

Keywords: Online Motorcycle, Culinary, Small and Medium Business

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P-ISSN:2541-1209

E-ISSN: 2580-0213

INTRODUCTION

Along with the times, technology is also developing more and more advanced as people can feel today. The sophistication of technology is very helpful and makes it easier for people in everyday life. Such as the presence of smartphones that can connect users to the internet, thus encouraging the development of applications which are then used as a medium for doing business. Business people continue to strive to create innovations and strategies so that they can reach their customers anywhere. Therefore, smartphones are seen as the right business opportunity to facilitate transactions between sellers and buyers (Lim et al., 2021).

This opportunity is also used by online transportation business actors so that people can enjoy the services provided as they are today. Online transportation is an application-based transportation that can be reached by the public via smartphones (Manuake et al., 2018; Nasution et al., 2020). By creating applications that can be accessed via smartphones, the need for online transportation is growing, starting from the need to travel, the need for delivery of goods to as a means of shopping for food and beverages. Through online transportation applications, sellers and buyers can easily connect to complement each other's needs (Agustin, 2017).

This online transportation can be in the form of a car or motorbike which is commonly called an ojek. The services provided to the community depend on the needs. Usually the need for a car is more about delivering the customer to the place to be addressed. However, the need for motorbikes or motorcycle taxis, apart from delivering passengers, can also be used to shop for food and beverages, as well as for delivery of goods. The presence of online motorcycle taxis makes it easier for passengers to place orders from anywhere (Abreu & Oliveira, 2014; Santoso & Nelloh, 2017). Now, passengers don't have to bother anymore to go to the motorcycle taxi base. Ordering food and drinks no longer needs to go to the destination, but simply by using an online transportation application, people can easily choose and order what they want (Ali et al., 2019).

There are many benefits that are felt by the community with the advancement of the current transportation system, so it cannot be denied that many business people are interested in trying their luck in the online transportation business. This benefit is especially felt by Micro, Small and Medium Enterprises (MSMEs) such as the Dionza stall. Especially during the COVID-19 pandemic, the presence of online motorcycle taxis has become very useful because of the

restrictions on not crowding in public places known as *social distancing* and *physical distancing*. (Silalahi et al., 2017) Business actors continue to carry out their business activities and the community's needs are still met. Based on these lifestyle changes, researchers are interested in conducting this research. The purpose of this study was to determine the impact of the presence of online motorcycle taxis on the culinary business of SMEs.

RESEARCH METHODS

It describes the research design used comprises of methods, technique in collecting data, technique of data analysis, and variables measurement which are written in paragraphs, not numbering. The technical information of the study presented clearly. Therefore, readers can conduct research based on the techniques presented. Materials and equipment specifications are necessary. Approaches or procedures of study together with data analysis methods must be presented.

In this study, researchers used a qualitative research methodology to reveal the meaning of the presence of online motorcycle taxis for MSME culinary businesses with an interpretive paradigm. In general, this paradigm is a basis for describing and understanding social situations,

behaviors, actions and roles in social life (Djasuli, 2017; Kamayanti, 2016; Soedarwo, 2014).

This study aims to determine the impact of the presence of online motorcycle taxis on the culinary business of SMEs by choosing Warung Dionza as the object of research. The object of this research is located on Jalan Biring Romang, approximately 100 meters from the UKI Paulus campus. Researchers chose this location because Dionza stall is one of the MSMEs that has collaborated with online motorcycle taxis. The number of informants in this study amounted to 2 people as shown in Table 1. Therefore, this study used a phenomenological approach. This approach tries to explain the meaning of a phenomenon that is realized by several individuals that occurs in everyday social life (Auliyah, 2014; Kamayanti, 2016).

Table 1. List of Informant Names

NO	NAME OF INFORMATION	POSITION
1	Roswita	Owner of Dionza Stall
2	Jowes	User of online motorcycle taxi service Dionza Stall

The data collection technique used in this research is to do the technique (Sugiyono, 2017):

1. Interview. This technique is done by giving questions gradually to the informants, then they will be answered directly by the informants. The type of interview conducted is the type of *in-depth interview*.
2. Observation. This technique is used by making direct observations or going directly to the field to see how the transaction process through online motorcycle taxis is.

RESULTS AND DISCUSSION

Dionza Stall was established in 2016 which is located at Lorong 7 Jalan Biring Romang with a building area of approximately 4 x 5 square meters. Most of the shop's customers are students because of its location which is very close to the UKI Paulus campus. However, as time goes by, the number of customers is increasing not only from students but also many civil servants and private employees who come to visit. Therefore, the owner of the Dionza stall rented a wider space in order to continue to serve his customers well. However, the number of regular customers at lunch time is still often seen in long queues due to limited space. Dionza Stall is one of the favorite stalls because it provides various types of processed dishes,

thus providing many choices for its customers. Especially the regional specialties of Toraja and Palopo.

Initially, Dionza Stall has implemented an order delivery service for its customers who have limited access. However, due to the limited number of employees, sometimes the delivery service takes a long time due to the busy schedule of serving customers who come to the shop. Realizing this, so as not to disappoint its customers, therefore, in 2019 Dionza Stall decided to cooperate with online motorcycle taxis.

Before collaborating with online motorcycle taxis, Dionza Stall's income had reached a fairly large income. In addition to accepting customers who come directly, this shop also often accepts catering orders from industrial companies at KIMA. The average daily income is around IDR 730,000. The service is open Monday - Saturday, from 08.00 to 21.00 WITA. However, limitations such as the capacity of the place, lack of employees, provide obstacles for Dionza Stall to serve its customers optimally. Therefore, the presence of online motorcycle taxis is the right means to provide solutions to the problems faced.

After collaborating with online motorcycle taxis, Dionza Stall's income has increased by around 30% per day because the customers of

Dionza stall are getting easier to reach. In addition, new customers began to appear after seeing information on the applications used by online motorcycle taxis to reach their business partners.

From the results of interviews and observations made, the meaning was found by researchers as the impact of the presence of online motorcycle taxis for SMEs in the culinary business in addition to increasing income also provides convenience and comfort for both owners and customers. This can be seen from:

- a) Ease of access. Through simple applications found on *smartphones*, people can easily order the food and drinks they want.
- b) Can be done from anywhere. Business sometimes makes customers unable to visit the shop directly. With the direct ojek service, it turns out that it makes it easier for customers to still taste their favorite food. Not only that, weather constraints are one of the reasons for the barrier to come directly to the destination.
- c) Reduce crowds. With an online motorcycle taxi service, it can reduce the density at lunch time. Customers can still enjoy lunch in a relaxed manner.
- d) Reduce queues. The number of visitors at lunch time with inadequate capacity conditions

causes long queues. With online motorcycle taxis, this problem can be solved.

- e) Tools *Marketing*. By collaborating with this application-based online motorcycle taxi, it has indirectly helped in introducing the existence of the Dionza stall to the people of Makassar.

CONCLUSION

From the results of the discussion of this study, it can be concluded that the meaning of the presence of online motorcycle taxis at Dionza stall in addition to providing an increase of 30% from previous income, also has an impact on improving service quality and convenience for both the shop owner and his customers. Such as, easy access, done anywhere, reducing crowds, reducing queues. In addition, it facilitates marketing facilities to expand customer reach in the Makassar city area.

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