

Analysis of Online Ojek Consumer Interaction on Social Media X Related to Online Ojek Service Quality (Study on Gojek Indonesia and Maxim Indonesia)

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ABSTRACT

Indonesia is entering the era of Industry 4.0, where digitalization and the internet play a crucial role in developing information and networks. This is evidenced by the increasing internet penetration in Indonesia in 2023. Digital applications, such as the ride-hailing services Gojek and Maxim, have simplified transportation for people. Social media platforms like X allow consumers to share information and experiences related to these services, thus reflecting the perceived quality of the services. This research explores consumer interactions regarding the quality of Gojek and Maxim on platform X. It aims to understand consumer interaction patterns and conversation topics related to service quality on these platforms. A descriptive qualitative approach is employed, utilizing Social Network Analysis and Topic Modelling methods. The results indicate that complaints primarily drive consumer interactions. Gojek users tend to emphasize Reliability, such as service consistency, while Maxim users focus more on security-related guarantees. Social media, particularly "menfess" (confession) accounts, has become a channel for anonymous complaints. Social media data can help companies understand customer needs and improve service quality.

Keywords: Consumer Interaction, Service Quality, Social Media, Social Network Analysis, Topic Modelling

1. INTRODUCTION

The Industrial Revolution 4.0 has driven digitalization in various aspects of life, including social interaction and access to information. The increase in internet penetration reflects the development of accessibility and use of digital technology in Indonesia. Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users have increased significantly from 64.8% in 2018 to 79.5% in 2024, with a total of 221 million users (Iradat, 2024). In line with this trend, the use of digital applications in the transportation sector has also experienced rapid growth, one of which is through application-based transportation services or online motorcycle taxis.

Online motorcycle taxi applications have become a solution for people to meet their daily mobility needs. A survey conducted by GoodStats in June 2023 identified several main factors that drive the use of this application, including ease of access, speed of service, competitive prices, and the security features provided. In addition, The State of Mobile 2024 report released by Data.ai shows that the five most popular online transportation applications in Indonesia in 2023 are Gojek, Maxim, inDrive, Grab, and Taxsee, with Gojek and Maxim being the most downloaded applications (Santika, 2024).

**5 Aplikasi Transportasi Online dengan Rerata Unduhan Terbanyak di
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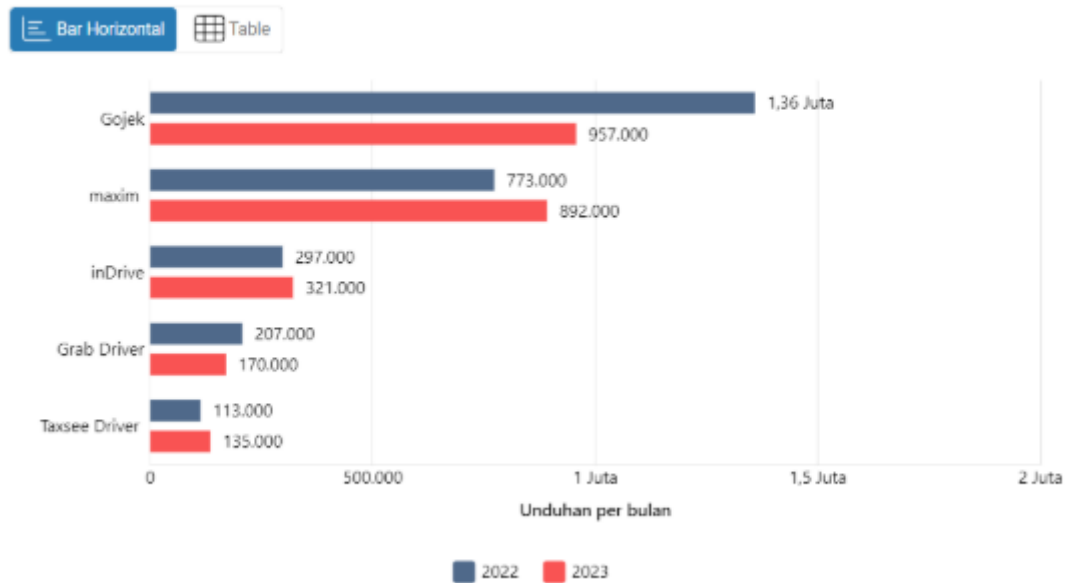


Figure 1. Most Downloaded Online Transportation Applications 2023

Gojek, founded by Nadiem Makarim in 2011, has experienced rapid growth after launching its mobile application in 2015. The services offered by Gojek include transportation, delivery of goods, food ordering, and digital wallet services (Husain et al., 2020). Meanwhile, Maxim, founded in 2003 in Russia, began operating in Indonesia in 2018 by providing similar services, including food delivery and logistics (Banggoi et al., 2023).

Research conducted by Mardjani, Lopian, and Mangantar (2023) revealed that consumer satisfaction with Gojek and Maxim services is influenced by several factors, namely price, promotion, and service quality. The results of the study show that the promotional strategy implemented by Gojek is more effective than Maxim. At the same time, price is the main factor influencing Maxim users' satisfaction level. In addition, service quality plays a significant role in determining consumer satisfaction on both platforms.

Social media is increasingly dominant in shaping consumer perceptions of online transportation services. According to Nugraha in Dianzah (2021), interactions on social media allow consumers to share their experiences, which in turn can influence the decisions of other users. One common form of interaction is User-Generated Content (UGC), which includes text, photos, videos, and various other types of content (Moens et al., in Dianzah, 2021).

Platform X is one of the most effective social media platforms for distributing information and being a place for consumers to convey their experiences and assessments of online transportation services. Discussions and reviews on this platform can provide feedback to service providers and influence public perception of the quality of services offered (Diana et al., 2023). Thus, platform X has an important role in representing the quality of online transportation services and is a source of data in research that focuses on consumer interaction.

This study aims to analyze consumer interactions with online transportation services on platform X using social network analysis (SNA) and topic modeling methods. Through this approach, the study will identify patterns of interactions and examine the main topics consumers pay attention to in assessing the quality of online transportation services, especially on the Gojek and Maxim platforms.

1.1 Service Quality

Service quality is a fundamental aspect of the service industry that is important in maintaining competitiveness. According to Wijaya (2011), service quality is determined by the real experience of consumers in using the products or services offered. In line with that, Tampubolon (2010) stated that quality is a combination of product or service characteristics designed to meet customer needs explicitly and implicitly. Gasper (2003) added that quality reflects the characteristics of a product and the company's strategy for meeting customer expectations.

Service is an activity or benefit provided to customers to meet their needs. Wijaya (2011) and Tjiptono (2006) stated that services have intangible characteristics, where consumers are directly involved in the services' production and consumption process. Sumayang (2003) explained that services are produced and consumed simultaneously, so their quality depends on customer experience.

Nasution (2004) stated that service quality is measured based on the extent to which the service is to customer expectations. Berry et al. (1990) added that the difference between customer expectations and actual experiences determines service quality. If the service meets or exceeds expectations, the quality is considered good, while if not, the quality is considered inadequate. Therefore, consistency in meeting customer expectations is a significant factor in building optimal service quality (Sulistiyowati, 2018). According to Parasuraman et al. (in Putri et al., 2018), service quality can be assessed through five dimensions: (1) Tangibles, which reflect the company's ability to demonstrate its existence in real terms to customers; (2) Reliability, namely the company's consistency and accuracy in providing services according to the promises made; (3) Responsiveness, which includes the company's readiness to provide fast, accurate, and informative services to customers; (4) Assurance, which refers to the competence, politeness, and credibility of staff in building customer trust; and (5) Empathy, which emphasizes personal attention and understanding of customer needs.

1.2 Types of Interactions on Platform X

Menne (2013) classifies customer interactions on social media into five main categories: (1) Compliments, which are expressions of appreciation or satisfaction with a service, often in the form of testimonials or recommendations; (2) Complaints, which include dissatisfaction with the service, such as delays or non-conformity to expectations; (3) Questions, which reflect a search for information or clarification about the service, such as features or pricing policies; (4) General Comments, which are more casual interactions, often not directly related to the service; and (5) Enthusiastic Comments, expressions of excitement or anticipation about the service to be used.

1.3 Communication Network and Social Network Analysis (SNA)

A communication network is a structure of relationships between individuals, organizations, or other entities in a social system (Eriyanto, 2014). In network analysis, two main elements are actors (nodes) as the unit of analysis and relations (edges) that describe the relationship between actors. Kadushin (in Eriyanto, 2014) defines a social network as a collection of relationships between social actors represented in the form of edges connecting two actors. If there is no edge, then the actors have no interaction. Social network analysis (SNA) is a method used to map interactions in social networks and analyze how issues or information are spread (Susanto et al., 2012). In SNA, actors are represented as nodes, while relationships between actors are represented as edges.

Table 1. Network Properties

Network Properties	Definition
Size	The number of nodes representing actors in the network and the number of edges describing relationships between actors.
Modularity	Measures the level of grouping of actors in different communities in a social network.
Diameter	The furthest distance between two nodes in the network.
Average Degree	The average number of direct connections each actor has in the network.
Average Path Length	The average distance between one node and another.

The main properties in social networks based on social network analysis (SNA) include: (1) Size, which refers to the number of nodes in the network, reflecting the number of users involved in the interaction; (2) Modularity, which describes the level of grouping of actors in different communities; (3) Diameter, which measures the furthest distance between two nodes in the network; (4) Average Degree, which shows the average number of connections each actor has; and (5) Average Path Length, which calculates the average distance between one node and another node in the network (Hananto et al., 2022).

Table 2. Centrality

Network Properties	Definition
Degree centrality	Measures the number of direct connections a node has.
Betweenness centrality	Assesses the role of nodes as mediators in disseminating information in the network.
Closeness centrality	Describes the average closeness of a node to all other nodes in the network.
Eigenvector centrality	Measures the influence of a node based on its direct connections and relationships with other influential nodes.

Centrality in SNA aims to identify actors with dominant influence in the network. The four parameters in Centrality are: (1) Degree centrality measures the number of direct interactions carried out by an actor, such as through comments or retweets; (2) Betweenness centrality identifies actors who act as the main link in the network; (3) Closeness centrality describes how quickly information can spread, with values approaching 1 indicating the actor's ability to spread information quickly; and (4) Eigenvector centrality measures influence based on connections with actors who also have significant influence in the network (Lohmann et al., 2010).

1.4 Topic Modelling

Topic modeling is an analysis technique used to identify hidden topics in documents based on word distribution (Blei et al., 2003). In Topic modeling, there are three main elements, namely: (1) Word, which is the basic unit in a document; (2) Document, which is a collection of words that form text; and (3) Corpus, which refers to a collection of documents.

One of the most commonly used methods in Topic modeling is Latent Dirichlet Allocation (LDA). LDA allows the analysis of extensive collections of documents by grouping words that frequently appear together into a topic (Campbell et al., 2015). In this model, each document can have more than one topic, each with a certain weight.

LDA has been applied in various fields, such as social media trend analysis, scientific article theme identification, and conversation topic detection, and is effective for analyzing long documents such as Wikipedia articles and short documents such as tweets (Tong & Zhang in Putra & Kusumawardani, 2017).

2. METHODS

This study uses a qualitative approach to explore the social phenomena that occur in depth. The goal is to understand the context, behavior, and meaning that emerges from participant interactions, which cannot be explained by numbers or statistics alone (Walidin, Saifullah, & Tabrani in Fadli, 2021). This approach allows for further analysis of the experiences, opinions, and views of users of Gojek and Maxim online motorcycle taxi services on social media X regarding service quality. This approach is in line with the application of social network analysis (SNA) and topic modeling methods to reveal the types of interactions and service quality discussed, as well as to identify the factors underlying the level of activity of specific users. Likewise, topic modeling analysis requires qualitative interpretation to understand the meaning of frequently discussed topics.

This study is included in the qualitative descriptive category, which aims to describe social phenomena through text or image data (Rusandi, 2021). The data obtained are narratives from the interactions of Gojek and Maxim online motorcycle taxi service users on social media X. This study focuses on analysis without data manipulation to understand user relationships and provide interpretations of the social phenomena.

The subject of the study was user-generated content on social media X, which included tweets, mentions, replies, and retweets related to Gojek and Maxim services. The object of this study was interactions on online motorcycle taxi services in Indonesia, especially Gojek and Maxim on platform X, which were analyzed based on user views on the quality of the services provided.

Data was collected using non-participant observation, where researchers observed user interactions without being directly involved (Sugiyono in Sari & Marhaeni, 2015). The data collected were tweets related to Gojek and Maxim services on social media X. In addition, documentation in the form of text, images, and audio was also collected to enrich the analysis.

The data was analyzed using the Krippendorff content analysis model, which involved unitizing, sampling, coding, reducing, inferring, and narrating the data (Krippendorff in Fadila, 2020). These steps were taken to identify and understand interaction patterns and topics discussed by users, which were then presented in narrative form.

Data triangulation is used to increase the validity of the research results. In this study, method triangulation was carried out using non-participant observation and documentation methods. In addition, researchers also distinguish between original data and artificial data using sentiment patterns to ensure the quality and relevance of the data analyzed (Denzin & Patton in Saputra, 2023).

This study uses data from social media X, which consumers often use to interact with Gojek and Maxim services. The data collected covers January 1, 2022, to December 31, 2024.

3. RESULTS AND DISCUSSION

3.1 Data Collection Process

Research data was collected from social media X using keywords related to Gojek and Maxim. The data collection period lasted from January 1, 2022, to December 31, 2024, with 2,500 tweets for each service. Data was collected through the official API X using the Python library on Google Colab and then exported in CSV format for further analysis.

The cleaning stage was done to remove duplication, eliminate irrelevant data, and adjust column names to be more representative, such as date, sentiment, source, and target. After cleaning, valid data amounted to 2,197 tweets for Gojek and 1,817 tweets for Maxim.

The tweets that have been collected are categorized based on five dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy. The category results show that 106 tweets related to Gojek and 89 tweets related to Maxim discuss aspects of service quality. Furthermore, the tweets are categorized based on five types of interactions, namely praise, complaints, questions, general comments, and enthusiastic comments.

Table 3. Number of Tweet Categories Based on Service Quality Dimensions

Dimensions	Gojek	Maxim
<i>Responsiveness</i>	28	8
<i>Reliability</i>	40	24
<i>Tangible</i>	27	9
<i>Empathy</i>	2	3
<i>Assurance</i>	9	45
Total	106	89

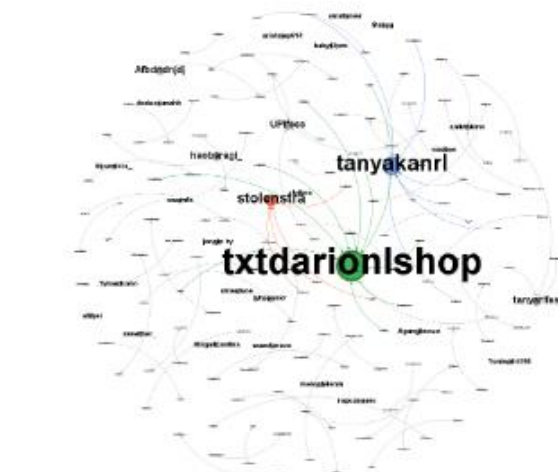
Table 4. Number of Tweet Categories By Interaction Type

Dimensions	Gojek	Maxim
<i>Praise</i>	2	5
<i>Complaints</i>	71	48
<i>Questions</i>	1	1
<i>General Comments</i>	5	19
<i>Enthusiastic Comments</i>	27	16
Total	106	89

Irrelevant data, such as spam or tweets outside the research context, have been filtered to ensure the validity of the analysis results. This grouping is the basis for further analysis of the quality of Gojek and Maxim services.

After the categorization process, the cleaning data in Excel was imported into Gephi for visualization and social network analysis. The dataset consists of the source column, the account that initiated the interaction, and the target or the account that received the interaction.

Gojek



Maxim

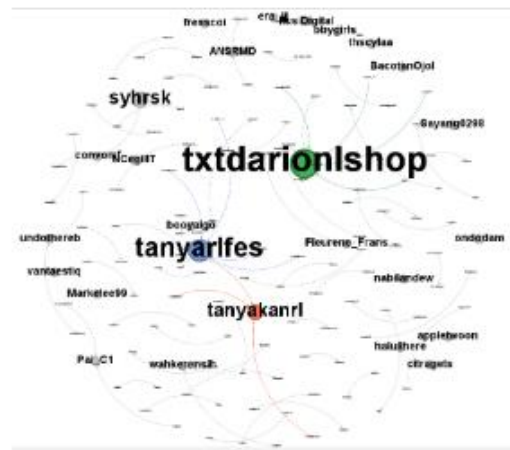


Figure 2. Gojek and Maxim SNA Visualization Results

The SNA visualization results on Gojek and Maxim show significant differences in the social network structure on the two platforms. This visualization illustrates the pattern of relationships between users, where the orange color on the graph represents low values, blue indicates medium values, and green indicates high values.

Table 5. Network Property Measurement Results

Dimensions	Gojek	Maxim
Node	165	143
Edge	106	88
Average Degree	0.642	0.615
Diameter	1	2
Modularity	0.967	0.976
Average Path Length	1.0	1.014

The network properties show that Gojek has a larger number of users (165 nodes) and interactions (106 edges) compared to Maxim (143 nodes and 88 edges), indicating a higher level of engagement and discussion on the Gojek platform. The Gojek network diameter of 1 indicates that all users are directly connected without intermediaries. At the same time, Maxim has a diameter of 2, indicating a connection between users that requires one intermediary. In addition, the average value of Gojek's degree (0.642) is slightly higher than Maxim's (0.615), indicating that interactions between users in the Gojek network are more intensive. However, Maxim's modularity (0.976) is higher than Gojek's (0.967), indicating that interactions in the Maxim network are more segmented into smaller groups. The average path length of Gojek is shorter (1.0) than Maxim's (1.014), reflecting that interactions in the Gojek network are more direct and involve fewer intermediaries.

Table 6. Largest Gojek Users With Highest Degree Centrality Value

No	User	Degree centrality	<u>Betweenness Centrality</u>	Closeness centrality	Eigenvect or centrality
1	@txtdarionlshop	10	0.0	0.0	0.117876
2	@tanyakanrl	6	0.0	0.0	0.070726
3	@stolenstra	4	0.0	0.0	0.047151

Table 7. Largest Maxim Users With Highest Degree Centrality Value

No	User	Degree centrality	<u>Betweenness Centrality</u>	Closeness centrality	Eigenvect or centrality
1	@txtdarionlshop	5	0.0	0.0	0.053686
2	@tanyarlfs	4	0.0	0.0	0.042949
3	@tanyakanrl	3	0.0	0.0	0.032212

The results of the Centrality analysis revealed that although some accounts have a high degree of centrality, such as @txtdarionlshop in Gojek and Maxim, the Betweenness centrality and Closeness centrality values for most accounts remain low. This indicates that although these accounts have many direct connections, they do not act as the main link between nodes in the network. The low eigenvector centrality of these accounts also indicates that their influence on the overall network is limited.

3.2 Influential Node Analysis

Based on the visualization of the Gojek graph displayed and the results of the SNA parameter calculations, it can be concluded that three nodes have the most significant influence in the graph on the Gojek platform, namely @txtdarionlshop, @tanyakanrl, and @stolenstra. For the Maxim platform, it was found that the three most influential nodes were @txtdarionlshop, @tanyakanrl, and @tanyarlfe. These accounts play an important role in user interaction because they are often the target of mentions in conversations related to the Gojek and Maxim online motorcycle taxi services.

Table 8. Status of Influential Users on Gojek

No	User	Followers	Post	Status
1	@txtdarionlshop	1.000.000	18.900	<i>Verified</i>
2	@tanyakanrl	2.800.000	1.200.000	<i>Verified</i>
3	@stolenstra	891	3.341	<i>Non-Verified</i>

Table 9. Status of Influential Users on Maxim

No	User	Followers	Post	Status
1	@txtdarionlshop	1.000.000	18.900	<i>Verified</i>
2	@tanyakanrl	3.400.000	567.600	<i>Verified</i>
3	@stolenstra	2.800.000	1.200.000	<i>Verified</i>

a) @txtdarionlshop

This account has 1,000,000 followers and 18,900 posts and has been verified. This account mainly focuses on delivering humorous content and discussions about e-commerce through memes and funny content, which significantly increases its popularity among users. Interaction is done through the hashtag #tanyaolcop, which facilitates discussions on online shopping issues in a relaxed but informative manner.

b) @tanyakanrl

With 2,800,000 followers and 1,200,000 posts, this account operates as a menfess bot that provides an anonymous platform for sharing stories and venting. Its fully automated operation, without direct intervention from the admin, gives users the freedom to convey personal narratives while maintaining the privacy of their identities.

c) @tanyarlfs

With 3,400,000 followers and 567,600 posts, this account is a sub-account of @tanyakanrl, which also implements a bot system that supports users in sharing anonymous stories related to everyday life. This account applies strict rules and policies to ensure the comfort and safety of the community when interacting.

d) @stolenstra

This account has 891 followers and 3,341 posts. It is a personal account that presents light-humor content and narratives of daily experiences. The informal and easy-to-understand delivery style makes this account attractive to audiences who want informative entertainment that reflects the realities of everyday life.

3.3 Tweet Content Analysis of Influential Nodes

To understand the influence caused by tweets from these influential nodes, researchers directly verified the types of content uploaded by these accounts.

1. Tweet Content Analysis on Gojek

Researchers conducted verification of influential accounts to identify the types of content related to the keyword Gojek.

a. @txtdarionlshop



Figure 3. Tweet Content of Node txtdarionlshop on Gojek

Based on Figure 3, the tweet from @txtdarionlshop received 379,700 views, 248 comments, 261 retweets, and 1,000 likes. The content of this tweet contains user experiences with the Goride Comfort service, which did not meet expectations. This post is included in the reliability dimension because it describes Gojek's service that does not meet customer

expectations. This post encouraged several small nodes to mention the keyword Goride in their posts, such as a tweet from the @woodyt_ account, which reviewed a similar experience related to the responsiveness dimension.

b. @tanyakanrl



Figure 4. Tweet Content of Node tanyarl on Gojek

Based on Figure 4, the tweet from @tanyakanrl received 1,800,000 views, 3,100 comments, 2,400 retweets, and 10,000 likes. This content does not directly indicate the quality of Gojek's services but includes transactions through the Gojek application. Several small nodes mentioned this account by mentioning the keyword Gojek. One is a tweet from the @minsunghyuck account, which reviews the use of Gojek for food purchases, which falls into the reliability dimension.

c. @stolenstra

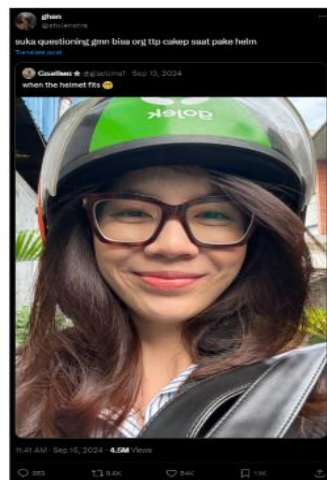


Figure 5. Tweet Content of Node stolenstra on Gojek

Based on Figure 5, the tweet from @stolenstra received 4,500,000 views, 853 comments, 8,600 retweets, and 54,000 likes. This tweet is not directly related to Gojek's services, but a helmet with the Gojek logo is the object in the uploaded image. This triggered mentions from

several small nodes, one of which was on the @aktcoronoy account, which reviewed the quality of Gojek helmets, which falls into the tangible dimension.

2. Tweet Content Analysis on Maxim

The researcher also analyzed influential accounts related to Maxim to identify the types of content that include the Maxim keyword.

a. @txtdarionlshop



Figure 6. Tweet Content of Node txtdarionlshop on Maxim

Based on Figure 6, the tweet from @txtdarionlshop received 2,500,000 views, 426 comments, 1,000 retweets, and 9,600 likes. This tweet reviewed a negative experience with a Maxim driver, which fell into the assurance dimension. Several small nodes were mentioned in this post, such as on the @onyourn_0v account, which reviewed a bad experience with Maxim that fell into the reliability dimension.

b. @tanyakanrl



Figure 7. Tweet Content of tanyarl Node on Maxim

Based on Figure 7, the tweet from @tanyakanrl received 463,700 views, 4,100 comments, 1,300 retweets, and 2,200 likes. This tweet does not directly discuss Maxim's

service but mentions "ojol drivers," which triggers mentions about Maxim (Figure 4.32). One of the mentions came from @RachelDewi59, who reviewed a positive experience with a Maxim driver that falls into the assurance dimension.

c. @tanyarlfs



Figure 8. Tweet Content of tanyarlfs Node on Maxim

Based on Figure 8, the tweet from @tanyarlfs received 1,000,000 views, 774 comments, 1,000 retweets, and 15,000 likes. This tweet does not directly discuss Maxim's service but includes the keyword Maxim, which triggers mentions by several small nodes such as the @cha3nyeol account, which reviews the feeling of insecurity with Maxim, which falls into the assurance dimension.

3.4 Topic Modeling Data Processing Process

The Gojek and Maxim data analysis process begins by importing raw data through the file component and then converting it into a corpus for text analysis. This data is processed with the text preprocess module, which includes transformation, tokenization, and filtering to improve data quality. Furthermore, the Topic Modeling module extracts key topics based on word distribution.

3.5 Keyword Topic Modeling Visualization

The visualization displays the top five topics for each service that are considered representative enough to describe the topics of conversation related to Gojek and Maxim.

Topic	Topic keywords
1	gojek, driver, bintang, helm, goride, grab, comfort, gojekindonesia, ojek, ongkirnya
2	gojek, helm, goride, comfort, motor, tujuan, bayar, makan, salah, pesan
3	gojek, helm, grab, goride, comfort, terminal, malam, macet, motor, saldo
4	gojek, helm, goride, comfort, motor, cancel, nyaman, aplikasi, layak, gojekindonesia
5	gojek, gocar, driver, helm, jemput, ojek, mahal, comfort, mobil, satset

Figure 9. Topic Modeling Results using LDA on Gojek

Topic	Topic keywords
1	maxim, driver, gojek, murah, ojol, indriver, helm, indrive, pribadi, pengalaman
2	maxim, gojek, driver, aplikasi, grab, chat, indrive, harganya, beralih, hemat
3	maxim, ojol, grab, murah, gojek, driver, cancel, data, mahal, rumah
4	maxim, driver, gojek, kantor, utama, harga, sesuai, murah, bayar, berubah
5	maxim, ojek, grab, gojek, mahal, ojol, takut, helm, dekat, online

Figure 10. Topic Modeling Results using LDA on Maxim

Table 10. Gojek Topic Interpretation

No	Topic	Interpretation
1	gojek, driver, helmet, goride, grab, comfort, shipping	Users complain about helmet facilities, shipping rates, and driver service quality.
2	gojek, helmet, goride, motorcycle, destination, pay	Users have difficulty changing the wrong trip destination.
3	gojek, helmet, goride, terminal, night, traffic jam	Difficulty finding a driver at night and during traffic jams.
4	gojek, helmet, goride, comfort, motorcycle, cancel	A mismatch between GoRide Comfort features and reality.
5	gojek, gocar, driver, pick up, expensive	Users complain about high pick-ups and rates.

Table 11. Maxim Topic Interpretation

No	Topic	Interpretation
1	maxim, driver, gojek, cheap, indriver	Users complain about the service and professionalism of Maxim drivers.
2	maxim, gojek, driver, application, price	Users feel that the Maxim application is less secure.
3	maxim, ojol, grab, expensive, driver, cancel	Inconvenience in interacting with Maxim drivers.
4	maxim, driver, office, price, pay	Users complain about customer protection and sudden price changes.
5	maxim, ojek, grab, expensive, afraid, helmet	Users are worried about using Maxim and prefer other, more expensive services.

3.7 Types of Consumer Interactions towards Gojek and Maxim on Social Media X

This study revealed that consumer interactions towards Gojek and Maxim services on social media X were dominated by complaints, with 119 out of 195 tweets containing complaints. There were 71 tweets expressing complaints about Gojek services, while the other 48 were addressed to Maxim. This finding aligns with research conducted by Setiawan (2017), which showed that complaints are the dominant form of interaction on social media, especially on platform X, with a percentage reaching 42.20%. Complaints submitted by users are generally related to the speed of service, which is one of the main aspects discussed.

In Gojek services, several aspects are often criticized, including shipping rates that are considered high, difficulty in changing travel destinations, and the mismatch of vehicle types in the GoRide Comfort service. Meanwhile, the most common complaints in Maxim services include application instability, unprofessional driver behavior, and safety issues, especially when driving at night. Menne (2017) explains that customer complaints are a form of expression of dissatisfaction that arises due to a mismatch between expectations and the services received.

Although complaints are the dominant form of interaction, there are also some compliments, although the number is the least. This is in line with Tamaraya's research (2020), which revealed that social media such as X is not only a place for users to convey complaints but also provides a space for them to share positive experiences, including providing recommendations or appreciation for drivers who are considered to have provided satisfactory service. In addition, the features available on X, such as tweets, threads, hashtags, and the ability to share photos and videos, also make it easier for users to convey their complaints or compliments openly to the public.

3.8 Social Media as a Communication Channel for Online Motorcycle Taxi Services

This study shows the role of menfess accounts in discussions about Gojek and Maxim services on social media X. Menfess accounts, such as @tanyakanrl and @tanyarlfs, influence the spread of complaints and information related to online motorcycle taxi services. Maharduta and Arianto (2021) explained that menfess accounts that allow users to send messages anonymously via direct message (DM) have become a widespread phenomenon on social media X. A study conducted by Febryani and Maulitaya (2023) also identified menfess accounts as a platform for users to share negative experiences safely without revealing their identities. The anonymity offered by these accounts provides a sense of emotional comfort for users, especially those who feel anxious or afraid of the social impact of directly expressing complaints.

In line with these findings, research conducted by Saputri (2020) states that anonymity contributes to creating a safer environment for users, allowing them to express their opinions more openly without worrying about social consequences. In addition to being a place to convey complaints, mentees' accounts also shape public opinion. Azzahra (2022) revealed that mentees accounts are used to share experiences and to exchange opinions and recommendations that can indirectly influence consumer perceptions of service. This phenomenon shows that menfess accounts have a role in disseminating information regarding the quality of online motorcycle taxi services, especially on Gojek and Maxim.

3.9 The Role of Social Media in Improving the Quality of Online Motorcycle Taxi Services

This study reveals that reliability is the primary dimension in Gojek's service quality, while assurance is more often associated with Maxim. Reliability refers to the company's ability to provide accurate and reliable services, while assurance reflects the customer's sense of security and trust in the service provider.

This study's results align with the findings of Mustaqim (2023) and Syakila et al. (2023), which show that reliability is a dominant factor in Gojek customer satisfaction. The main complaints of users include inconsistency of fares, difficulty changing travel destinations, and limitations in finding drivers in certain conditions. In addition, the inconsistency of the Goride Comfort feature with customer expectations is also a concern.

Research by M. Edwin Ruwananda and Welly Nailis (2023) shows that reliability and tangible factors dominate Maxim customer satisfaction. However, this study found that the assurance dimension is more considered by Maxim consumers who emphasize a sense of security, data privacy, and driver professionalism. The lack of guaranteed protection causes discomfort, especially compared to other services, such as Gojek, which are more trusted in security.

The empathy dimension in this study is rarely discussed, indicating that customers pay less attention to the personal attention aspect of service providers. This finding is in line with research by Syakila (2023) and Ruwananda (2023), which shows that the empathy dimension has a low influence on customer satisfaction. This may be due to the nature of online transportation services, which are more oriented towards efficiency and reliability than personal interactions between customers and service providers.

Social media improves service quality by allowing companies to monitor customer interactions and evaluations directly. A study by Hidayat and Wenggi (2023) shows that social media can be a strategic tool for improving service quality through real-time customer feedback. In addition, research by Dewi and Sungkono (2023) confirms that social media contributes to building customer trust and improving purchasing decisions. In the context of online transportation services, companies such as Gojek and Maxim can use social media to evaluate the strengths and weaknesses of their services, so that improvement strategies can be carried out more effectively.

Gojek, an online transportation service first introduced in Indonesia, faces high service expectations, especially regarding reliability. Users rate Gojek services based on punctuality, driver suitability, and fare accuracy. Sembiring (2023) revealed that increasing the accuracy of time estimates and application responsiveness can increase user satisfaction among Gojek consumers.

On the other hand, Maxim, which is still developing, is more often associated with security assurance issues. Lower rates are often considered risky with concerns about driver identity, vehicles, and less stringent verification systems. Discussions on social media show that security is a significant focus for Maxim users. Improving security standards, such as providing insurance and tightening driver recruitment, are essential to building user trust (Sembiring, 2023).

Social media X has become a platform for companies to accommodate customer complaints because of its open, fast nature, and allows direct interaction. The response speed is a significant factor in increasing customer satisfaction because the faster the response is given, the higher the level of satisfaction felt by users.

Platform X is preferred over other media, such as Instagram or WhatsApp, because of its more open and viral nature. Complaints submitted via WhatsApp or call centers tend to be handled privately without public pressure, often slowing down the company's response. Meanwhile, Instagram focuses more on visual content and does not provide an adequate open discussion space like threads on X (Duta, 2023).

Thus, social media X serves as a platform for online motorcycle taxi service users to convey complaints regarding service quality. The characteristics of X that allow posts to be public and spread quickly increase the opportunity for customers to get a quick response or solution. In addition, X becomes an active forum for consumers to share experiences, express complaints, and provide suggestions regarding Gojek and Maxim services, influencing the company's image and consumer decisions. This study aims to provide insights to help service providers improve service quality by analyzing interaction patterns and frequently discussed topics.

4. CONCLUSION

This study shows that complaints are the most dominant interaction on social media X related to online motorcycle taxi services Gojek and Maxim. Menfess accounts, such as @tanyakanrl and @tanyarlfs, are important in spreading user complaints. Complaints that often appear on Gojek focus on driver delays, fare discrepancies, and vehicle quality that does not meet expectations. Meanwhile, complaints about Maxim are more about security issues, especially those related to driver verification and application security features that are considered inadequate. The results of this study indicate that complaints on Gojek cover more of the reliability dimension, while Maxim's complaints highlight the assurance dimension. Social media, especially X, has become an effective channel for consumers to provide feedback on service quality that can provide opportunities for service providers to improve the quality of the company's services.

This study can be expanded by analyzing consumer interaction patterns on various social media platforms. It can add interview methods to understand customer perceptions of service quality better. To improve service quality, Gojek needs to improve time estimation accuracy and driver suitability systems. Meanwhile, Maxim is advised to tighten driver verification, improve security features in the application, and provide training for drivers. Both companies should utilize X social media to understand customer needs better and respond to complaints more effectively.

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