Consumer Perceptions of Generation Z of Go-Ride Service Product Based on Marketing Mix Concept

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ABSTRACT

This study aims to explore Generation Z's perceptions of Go-Ride services and analyze the application of the 7Ps marketing mix concept within Go-Ride services offered by the Go-Jek application. To achieve this objective, a mixed research methodology was employed. Quantitative data were gathered through a survey conducted among Universitas Indonesia (UI) students aged 15-24 from November 28, 2022, to December 21, 2022, using Google Forms. Qualitative data were obtained through interviews. Our research findings reveal that Go-Ride services play a significant role in providing fast and economical mobility for Generation Z. Additionally, it unveils varying perceptions within this demographic regarding Go-Ride services, shedding light on the nuances of their preferences and expectations. This study contributes to the existing body of knowledge by offering insights into the distinctive perspectives of Generation Z regarding Go-Ride services. By applying the 7Ps marketing mix concept, it provides a deeper understanding of the marketing strategies and tactics utilized in these services. Furthermore, the mixed research approach employed in this study enhances the comprehensiveness of the findings, making it a valuable resource for addressing real-world challenges within the Go-Jek community.

Keywords: Generation Z; Go-Jek; Go-Ride; Marketing mix; Perception

Persepsi Konsumen Generasi Z Terhadap Produk Jasa Go-Ride Berdasarkan Konsep Marketing Mix

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi persepsi Generasi Z terhadap layanan Go-Ride dan menganalisis penerapan konsep bauran pemasaran 7P dalam layanan Go-Ride yang ditawarkan aplikasi Go-Jek. Untuk mencapai tujuan ini, metodologi penelitian campuran digunakan. Data kuantitatif dikumpulkan melalui survei yang dilakukan terhadap mahasiswa Universitas Indonesia (UI) berusia 15-24 tahun pada tanggal 28 November 2022 hingga 21 Desember 2022 menggunakan Google Forms. Data kualitatif diperoleh melalui wawancara. Temuan penelitian kami mengungkapkan bahwa layanan Go-Ride memainkan peran penting dalam menyediakan mobilitas yang cepat dan ekonomis bagi Generasi Z. Selain itu, hal ini mengungkap berbagai persepsi dalam demografi ini mengenai layanan Go-Ride, sehingga menjelaskan perbedaan preferensi dan harapan mereka. Studi ini berkontribusi pada pengetahuan yang ada dengan menawarkan wawasan tentang perspektif khas Generasi Z mengenai layanan Go-Ride. Dengan menerapkan konsep bauran pemasaran 7Ps memberikan pemahaman lebih dalam mengenai strategi dan taktik pemasaran yang digunakan dalam layanan tersebut. Selain itu, pendekatan penelitian campuran yang digunakan dalam penelitian ini meningkatkan kelengkapan temuan, menjadikannya sumber daya berharga untuk mengatasi tantangan dunia nyata dalam komunitas Go-Jek.

Kata-Kata Kunci: Generasi Z; Go-Jek; Go-Ride; Marketing Mix; Persepsi

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INTRODUCTION

According to Morlok (1978), transportation is something that is used as an activity to move or transport something from one place to another. The purpose of the definition sparked by Morlok is an activity that has the function of moving something, both in the form of people and goods.

About human life, transportation has a significant role in certain aspects, the economic aspect. Based on data, one of the obstacles faced in the industrial sector is the transportation sector.

Built up similar research conducted by Hakim (2019) regarding the Role of Online Transportation among Gen Z, online transportation can still survive in society and make it easier for Generation Z to carry out mobility in areas where there are minimal public transportation options.

Generation Z is a generation that is considered an able generation. Their life cannot be separated from the internet and technology because they are always connected to the virtual world. They have been familiar with technology and smartphones are familiar to them because the relationship between them can be said to be very close (Wijoyo et al., 2020).

In general, the characters of Generation Z are more towards social activities. Generation Z likes activities related to crowds compared to previous generations. In addition, this generation loves technology and is also an expert in using them. Caring for the environment, liking startup companies (Ma'soem University, 2021), being good, and being able to capture information quickly are also strengths of Generation Z.

To find out how many Go-Ride users are among Generation Z, researchers have conducted research by taking data from samples through Google Forms which have been distributed to students of the University of Indonesia Vocational Education Program as representatives of Generation Z. In this way, researchers can find out what is necessary about the Go-Jek application and whether there are Generation Z who have switched to other applications.

Initially, the Go-Jek application concentrated on transportation and logistics. However, it has since broadened its services to encompass payments, dining, shopping, amusement, and business. Go-Jek provides a variety of services in the transportation and logistics sector, including Go-Ride, Go-Car, Go-Send, Go-Box, and Go-BlueBird. Go-Ride, a motorbike transportation service, is particularly popular among University of Indonesia Vocational students due to its convenience and fast service.

Services have four primary characteristics- Intangibility, Inseparability, Variability, and Perishability. Intangibility means that services cannot be seen, tasted, heard, or smelled before purchase. Unlike objects that can be judged by their form and function, services are acts, performances, or efforts (Nasution, 2015). For instance, Go-jek offers an intangible service where customers can feel the movement from one place to another.

7Ps marketing mix concepts are product, price, place, promotion, people, process and physical evidence. The definition of a product according to Kotler and Armstrong (2000) is anything that can be offered to a market for attention, purchase, use, or consumption and which can satisfy a want or need. Go-Jek has now issued a variety of innovations in the area of transportation and logistics, such as Go-Ride, Go-Car, Go-Send, Go-Box, and Go-BlueBird.

According to Alma (2011), price is a monetary unit or other measure that is exchanged to obtain ownership rights or use of goods and services, thereby giving rise to consumer satisfaction. Go-Jek itself has a price scheme that is divided into two, Normal Hour and Rush Hour.

Place includes important decisions involving: when, where, and how customers will access the offer, mostly related to distribution channels, the perception of favorable access will be determined by various variables such as location, service, and payment method, according to Limakrisna & Purba, p. (2017, p. 72). And Go-Jek is in almost every corner of the public today.

Promotion is an effort made by a company to build understanding, knowledge, information, and convey customers to purchase products offered by the company with the impression that

they will choose and be more interested in using services or buying goods at the company.

According to Philip Kotler people is a process of selection, and training and has the aim of motivating workers and this will later be used to differentiate the company in meeting customer satisfaction. These competencies were developed from Go-Ride's basic training and recruitment system. Therefore, Go-Ride has reliable drivers.

Processes are divided by two, such as experience and expected quality. Experience is the outcome of activities observation, whether in the form of reality, wishful thinking, or virtual. It can be concluded that experience has a definition, namely an event that is felt by someone personally caused by stimuli received from the surrounding environment and gives a certain impression to them.

In the Go-Ride service, drivers prioritize punctuality therefore Go-Jek presents the On-Time Pickup Guarantee program. The program carried out is one part of the #WeGotYou initiative (Gojek, 2022). Customers who were picked up late will receive vouchers that can be used on their next trip. Other than punctuality there are a few more expected qualities from Go-Jek such as safety, hospitality, physical appearance and cleanliness.

As for their physical evidence, PT Gojek Indonesia is a company that has succeeded in becoming a pioneer as an online motorcycle taxi service based on application. The online motorcycle taxis available on Go-Jek are named Go-Ride. The physical evidence used by Go-Jek in terms of fleet is that the motorbikes are colored green and white, one of the characteristics of the Go-Jek company.

Generation Z are those who were born after 1995 to 2010 (Brown, 2020; Francis & Hoefel, 2018; Linnes & Metcalf, 2017). This is relevant to studies that Generation Z is a generation because they are close to technology, as they were born in the smartphone era, have open internet access, and grew up along with the sophistication of computer technology. They have a strong interest in technology and the meaning of

innovation because they are known as a creative and innovative generation.

Generation Z's behavior can be grouped into four major components based on a strong foundation that Generation Z is a generation that seeks the truth (McKinsey, 2018). The four components are the undefined ID, which reveals individual truths, second is communaholic, connecting to a different truth, third there is dialoguer, the believes in the importance of communication in resolving a conflict and changes will occur if there is a dialogue. Lastly, realistic of revealing the truth behind everything, by meaning being more realistic when making decisions compared to previous generations.

The online transportation can be interpreted as public transportation that is commonly used, but it can be operated online using the application as a link between the user and the driver which greatly facilitates booking, besides that the travel fee is already listed on the application (Kartika, 2020).

There is a significant amount of unexplored territory in the field of Generation Z's interactions with and perceptions of Go-Ride services, which presents an opportunity for further investigation to more effectively address and engage this influential demographic (Smith, 2023; Johnson & Lee, 2022). Generation Z's perceptions are both influenced by and shaped by the dynamic interplay of the 7Ps as they navigate the digital and physical domains, resulting in a unique narrative for Go-Ride's modern market presence.Generation Z is referred to as a critical consumer group and has a different perspective on shopping than other generations. They are considered to have strong purchasing power for high-quality goods or services caused by their interest in technology, their belief in social causes, and their strong individualistic nature.

RESEARCH METHOD

In this study, we used a mixed methods approach. The use of mixed methods to understand the problems contained in the research.

3.	Multimedia Broadcasting Study Program Students	102
Total Sample		**305**

There are several definitions of a mixed approach according to experts, including according to Creswell, p. (2010, p. 5) explaining in his research that mixed research is an approach that combines qualitative and quantitative forms.

This approach includes philosophical assumptions, and the application of qualitative, quantitative, and mixed approaches. Mixed methods strategy is a strategy to combine data collected from one method with another, this definition is expressed by Creswell, p. (2010, p. 313). By conducting quantitative using surveys for quantitative data, then qualitative with interviews. The use of these two approaches is seen as more comprehensive and more complete about the research problem than the use of either of them. Involving the functions of the two research approaches will also strengthen this research as a whole so that it will be effective.

The population appointed to survey Go-Ride usage is the Gen Z group who are students from the Vocational Program at Universitas Indonesia who are majoring in Public Relations, Creative Advertising, and Multimedia Broadcasting. The total target obtained was 305 students based on data obtained from the Academic Secretariat of the Vocational Education Program at Universitas Indonesia, with 102 Public Relations students, 101 Creative Advertising students, and 102 Multimedia Broadcasting students with details shown in table 1 below.

Table 1. Distribution of Student Groups for Midwives, Social Humanities, Vocational Education Program, University of Indonesia

No	Student Group	Number of Samples
1.	Public Relations Study Program Students	101
2.	Creative Advertising Study Program Students	102

Researchers use data concentration on single data and grouped data such as mean, median, mode, or size of the location of single data and grouped data such as quartiles and deciles to obtain various information from data and variables. Apart from that, data and variables can also be obtained by looking for measures of data distribution in single data and/or group data.

All data collected quantitatively using a questionnaire was processed using descriptive statistical methods with the help of Google Forms to explain the phenomenon under study. Meanwhile, data collected qualitatively using interviews is processed in several stages, namely compiling and preparing the data, reading the data thoroughly, coding the data, describing the information, and creating a narrative of findings and analysis (Creswell, 2014).

In-depth insights into consumer perceptions and experiences can be obtained through the qualitative method, which employs interviews. Interviews enable researchers to investigate nuanced opinions, motivations, and behaviors that quantitative methods may fail to capture by conducting direct interactions with participants (Creswell, 2013). This method is particularly effective for gathering rich, detailed data that can provide context to statistical findings and for comprehending complex issues (Patton, 2015).

Through interactive discourse and open-ended inquiries, interviews can reveal personal significance of service or product elements and underlying attitudes (Kvale & Brinkmann, 2009). Interviews shed light on Generation Z's perceptions on Go-Ride's quality and pricing, focusing on individual experiences and user satisfaction aspects. Qualitative data enhances quantitative study of consumer preferences and behaviour (Merriam & Tisdell, 2016).

RESULT AND DISCUSSION

Survey data collection via *Google Forms* starts from November 28 2021 to December 21, 2021. Based on the total sample size, we are targeting 146 respondents. However, due to limited time, we got 41 respondents from the initial target. Of the 41 respondents, we selected 3 respondents with the criteria we had determined.

Respondent 1 : ANH, 18 years old, student, Universitas Indonesia
Respondent 2 : HS, 18 years old, student, Universitas Indonesia
Respondent 3 : AA, 18 years old, student, Universitas Indonesia

Table 2. Table of Respondents Study Program Origin

	FREQUENCY	PERCENTAGE
Multimedia Broadcasting	4	9.8%
Creative Advertising	5	12.2%
Public relations	32	78%
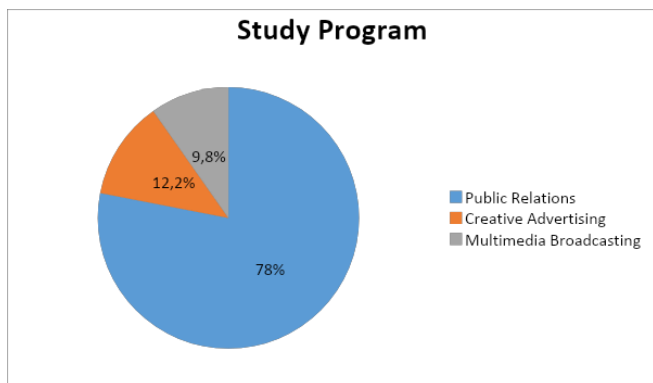
Picture of Circle Diagram 1. Origin of Respondents

Study Program

Respondents were dominated by students of the Public Relations study program with a response of (78%), then the response (12.2%) was dominated by students from the Creative Advertising study program. While the respondents from the Multimedia Broadcasting study program were 9.8%.
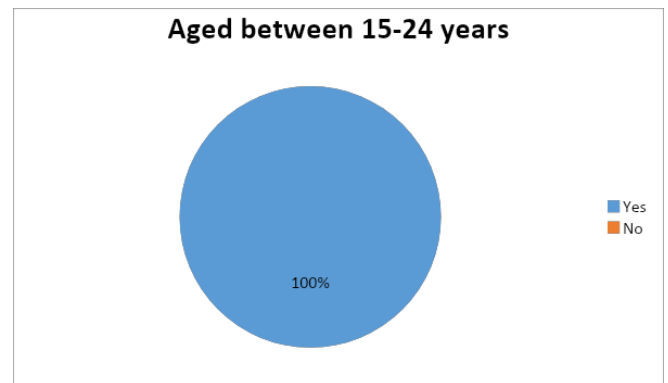
Picture of Circle Diagram 2. Age of Respondents

From the results of the study, (100%) of the respondents who filled in were Vocational Students with an age range of 15-24 years which is the age of Generation Z.

Results and Data Analysis
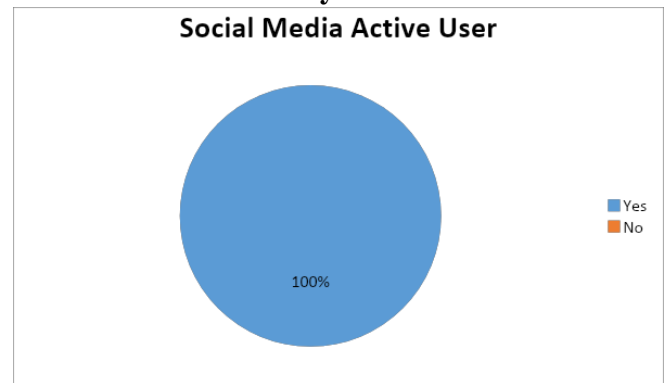
**Picture of Circle Diagram 3. Active Users of Social Media**

Based on the graph above, 100% of respondents are active users of social media.
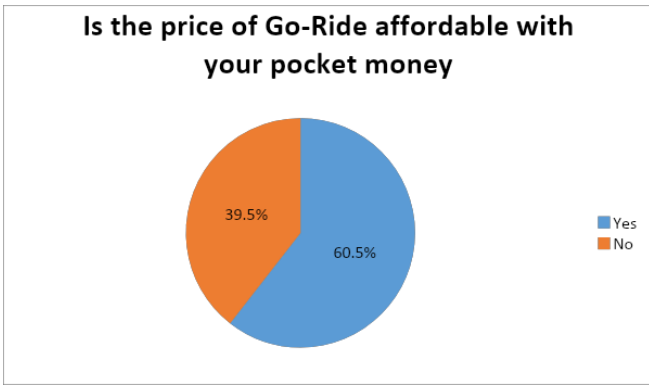
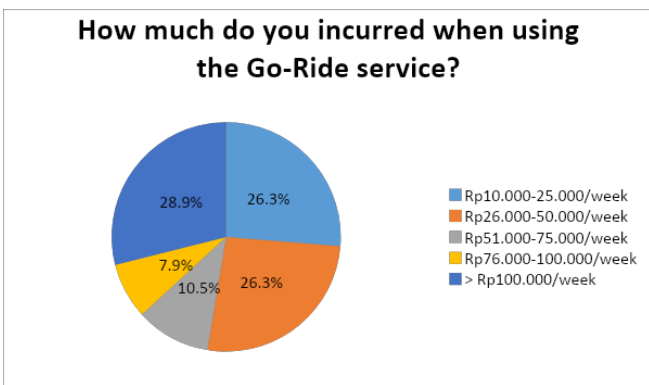**Picture of Circle Diagram 4. Price Affordability of Go-Jek**

86.8% of the respondents from the surveys use Go-Ride service. 36.4% use Go-Ride 1-3 times a week and 12.1% use Go-Ride more than 10 times a week. According to the graph, 60.5% of the respondents found the Go-Ride price economic, while 39.5% of them considered it uneconomic.
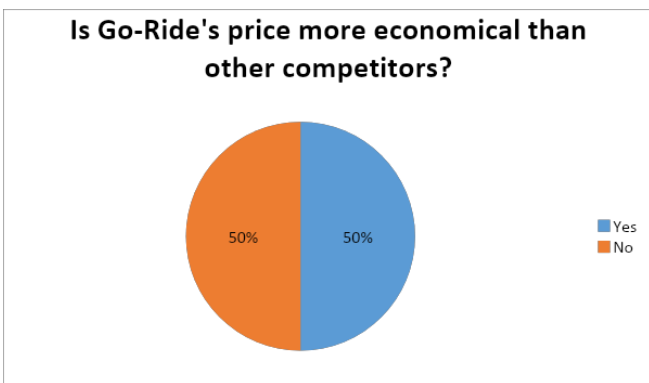

Picture of Circle Diagram 5. Incurred Cost for Go-Ride Service

As many as 28.9% of respondents pay for Go-Ride services more than IDR 100,000 a week.

Picture of Circle Diagram 6. Price Comparison with Competitors

Based on the graph above, the price difference with competitors is fairly balanced. With a percentage of 50% stating that the Go-Ride price is more economical than other competitors and the other 50% states the opposite.
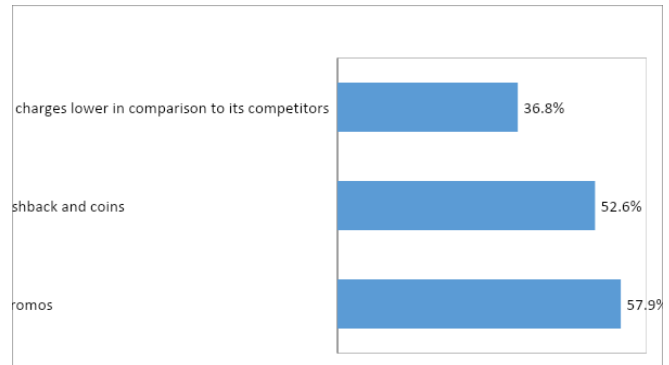
Picture of Bar Chart 1. Reasons Why Go-Ride's Price more Affordable

Based on the bar chart above, 57.9% of respondents said that the Go-Ride service price is relatively economical because there are plenty of discount promos, 52.6% said it was because there was *cashback* and *coins*, and 36.8% because the *rush hour service fee* was lower than competitors.
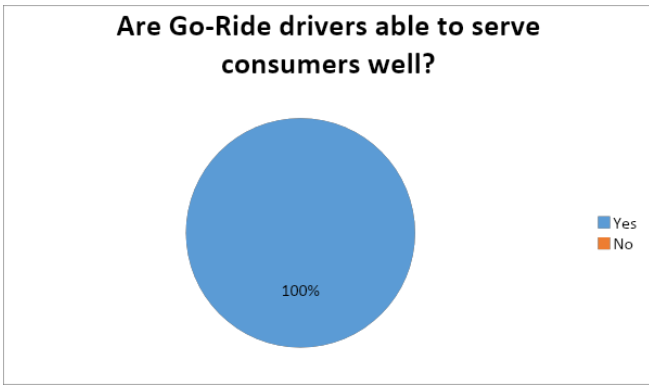

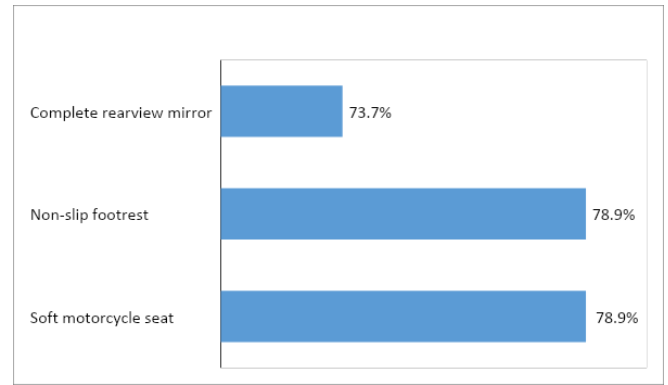**Picture of Circle Diagram 7. Price Compatibility with Respondents' Expectation**

Based on the graph above, 57.9% of respondents felt that the price was what they wanted, but 42.1% of respondents said the opposite.
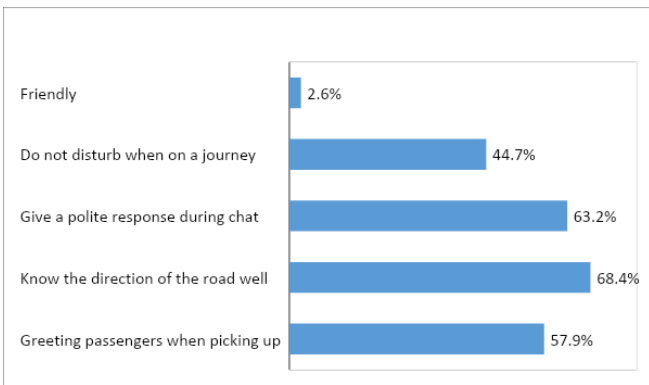
Picture of Circle Diagram 8. Driver's Ability to Serve Customers

Picture of Bar Chart 2. Reasons Why Drivers Able to Serve Well

Based on the graph above, Go-Ride drivers serve consumers well according to (100%) of respondents with the reason that the drivers know the road directions well according to (68.4%) respondents.

Picture of Circle Diagram 9. Vehicle's Condition

Picture of Bar Chart 3. What the Vehicle Provides for Passenger Comfort

Based on the graph above, respondents are quite comfortable and safe, with 78.9% saying that the motorbike seat is soft and the footrest is not slippery.
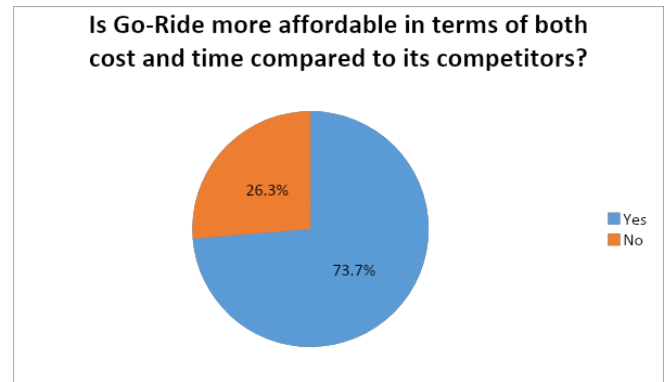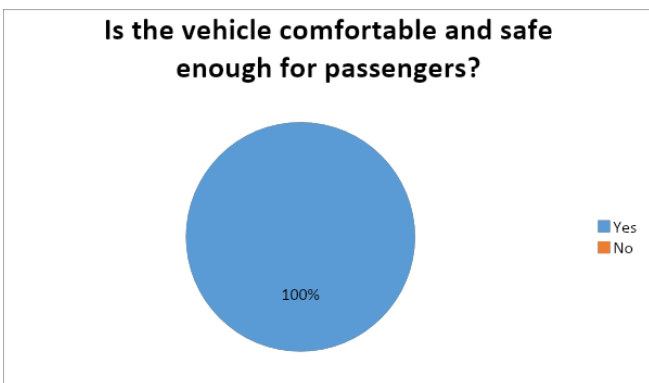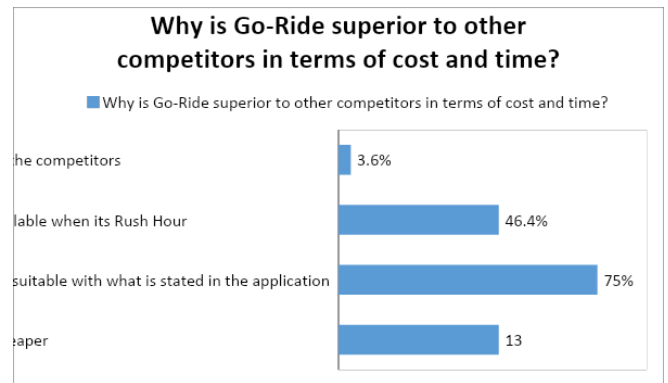

Picture of Circle Diagram 10. Cost and Time Affordability Compared to Competitors


Picture of Bar Chart 4. Reasons Why Go-Ride Superior to Competitors in Terms of Cost and Time

Based on the graph above, 73.7% of respondents considered Go-Ride superior to other competitors. The biggest reason according to 75% of

respondents, was because the driver's pick-up time was punctual from the application.
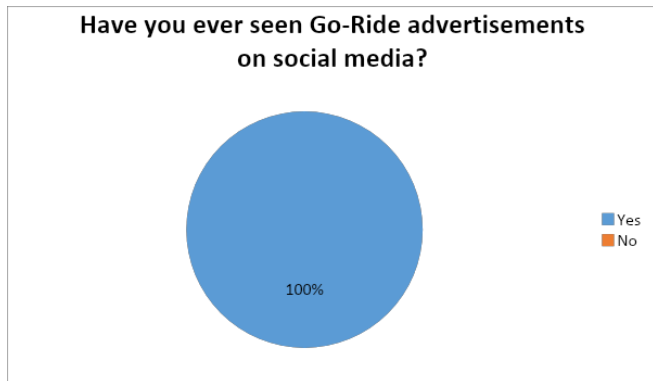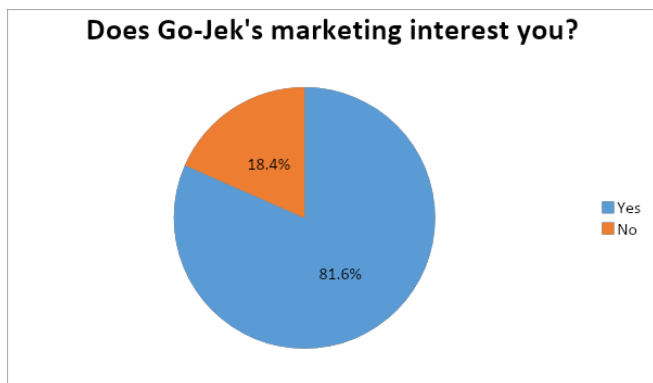

Picture of Circle Diagram 11. Go-Ride Advertisements Awareness from Social Media
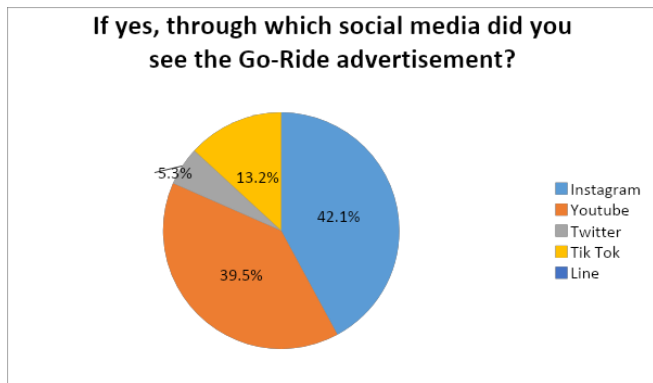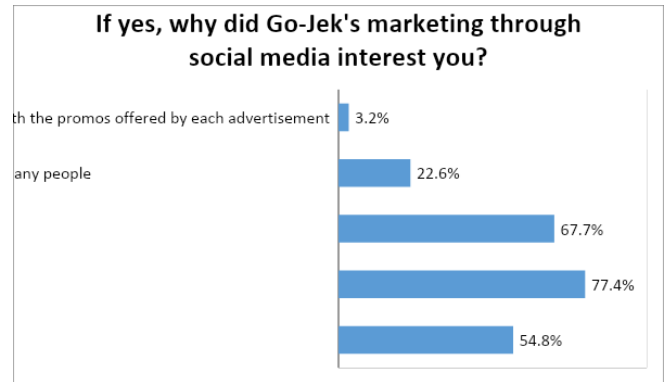

Picture of Circle Diagram 12. Types of Social Media about Go-Ride Advertisements

Based on the graph above, all respondents have seen Go-Ride advertisements on various social media. 42.1% views from Instagram and 39.5% from YouTube.
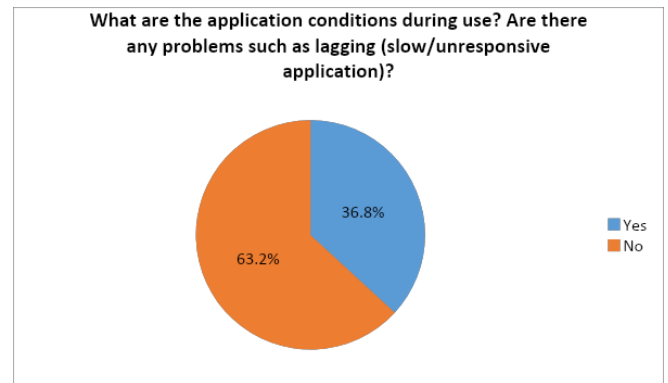

Picture of Circle Diagram 13. Respondents' Interest on Go-Jek's Marketing

Picture of Bar Chart 5. Reasons Why the Respondents Interested in Go-Jek's Marketing

Based on the graph above, 81.6% of respondents are interested in Go-Ride's marketing. As many as 77.4% of respondents stated the reason for their interest was because Go-Ride's marketing uses attractive images, 67.7% stated Go-Jek advertising involved the latest trends, 54.8% stated Go-Jek advertisements use comprehensible language, 22.6% present well-liked and known public figures.

Picture of Circle Diagram 14. Go-Jek Application Condition
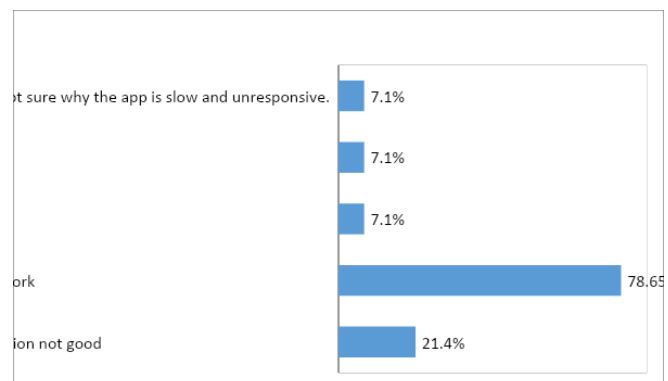
Picture of Bar Chart 6. Application's Problems During Use

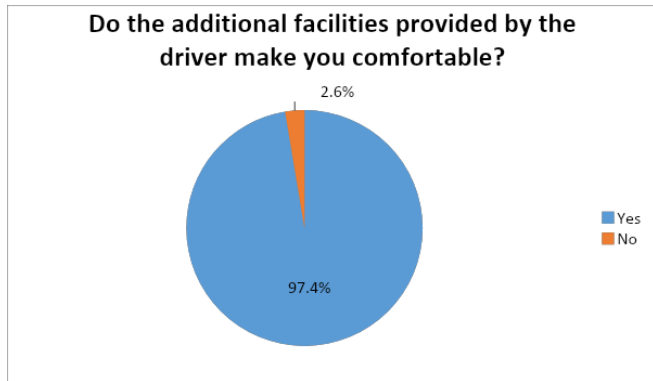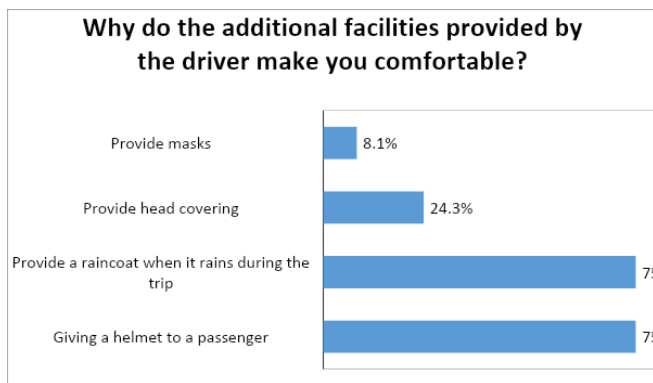Based on the graph above, 63.2% of respondents did not experience problems such as lagging, but 36.8% experienced them and mostly caused by slow internet network.


Picture of Circle Diagram 15. Additional Facilities Provided by Driver

Picture of Circle Diagram 7. Additional Facilities that Provides Comfort

Based on the graph above, 97.4% of respondents feel comfortable with the additional facilities provided by the driver. The main reason, according to 75.7% of respondents, was because the *drivers* gave helmets and provided raincoats when it rained to passengers.
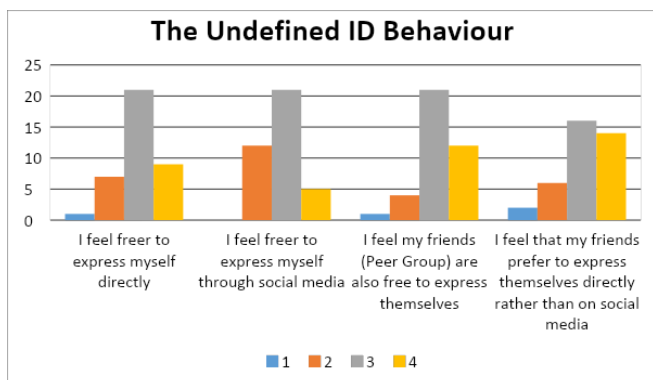
Picture of Bar Chart 8. The Undefined ID

Behaviour

According to Likert data, 21 respondents agreed they felt more free to express themselves directly, felt freer to express themselves through social media, felt free to express themselves in their peer group and 16 respondents agreed that they felt their friends preferred to express themselves directly than from social media. Meanwhile the other respondents either disagree or strongly disagree with the statement.
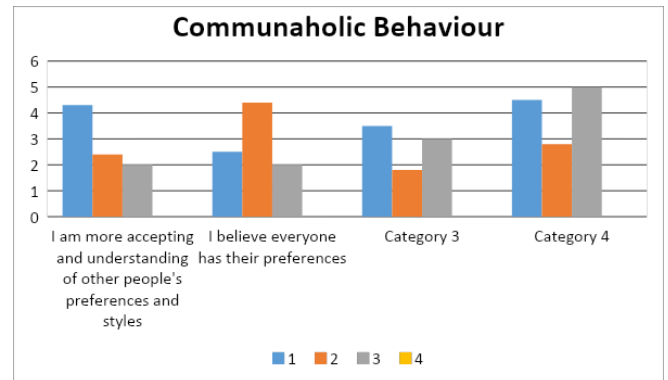
Picture of Bar Chart 9. Communaholic Behaviour

From the results of the Likert data, 20 respondents agreed that they accept and understand other people's preferences and styles more, 15 respondents also agreed and believed everyone had their preferences, while 19 respondents agreed that they never criticized other people's preferences and styles and 21 out of 38 respondents considered it normal for everyone if they belong to different groups.
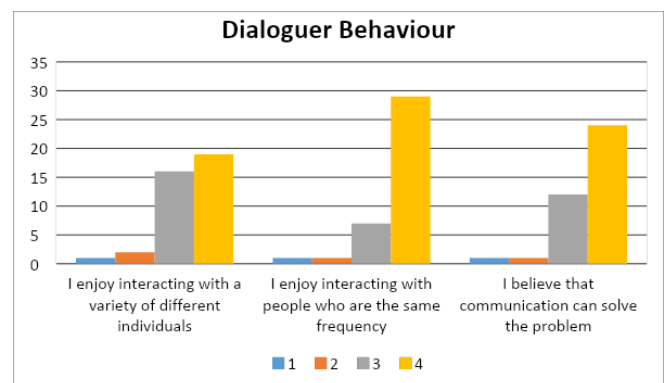
Picture of Bar Chart 10. Dialoguer Behaviour

From the Likert data results, 16 respondents enjoyed interacting with various individuals then 29 respondents also strongly agreed that they

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enjoyed interacting with people of the same frequency and 24 out of 38 respondents also believe that communication can solve problems, while the other respondents chose to disagree or strongly disagrees with the dialoguer behavior questionnaires.
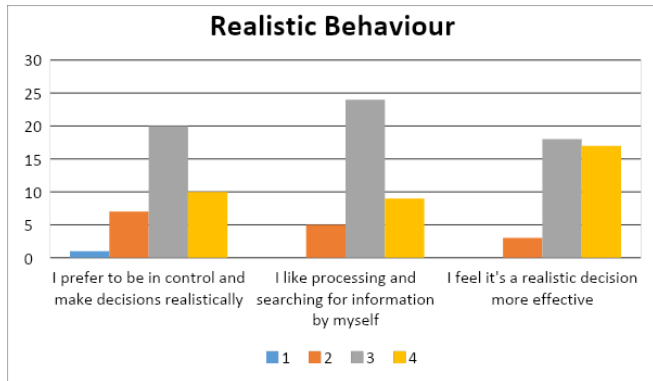
Picture of Bar Chart 11. Realistic Behavior

From the results of the Likert data, as many as 20 respondents agreed that they like to be in control and make realistic decisions, then 24 respondents also agreed that they were happy to process and find information on their own and 18 out of 38 respondents agreed that realistic decisions are more effective. While other respondents from 3 of the realistic behavior questionnaires either disagree or strongly disagree.

Narrative and Interview Results
The affordability of Go-Ride in terms of cost and time

After we conducted in-depth interviews with the respondents we selected them through the unique answer criteria. Therefore, we can conclude that Go-Ride's level of affordability in terms of cost and time in the eyes of consumers is not enough to say it is superior to other competitors.

- **From the perspective of Interviewee 1**
  According to ANH, in terms of cost, Go-Ride cannot be said to be an online motorcycle taxi that is superior to other competitors. She stated when the route conditions are congested, sometimes other competitors are more affordable.
- **From the perspective of Interviewee 2**

According to HS, based on her two and a half years of experience as a consumer, Go-Ride has more prominent advantages than other motorcycle taxi service providers. She stated the affordability of the prices suits students' pockets. Hence, Go-Ride is more suitable for students. HS stated that Go-Ride is satisfactory in terms of punctuality.

- **From the perspective of Interviewee 3**
  According to AA, in terms of cost, Go-Ride is not superior because other competitors offer more affordable prices with their frugal program. In terms of time, she stated GoRide and its competitors have similarities. So, according to her, there is no difference.

Economical Go-Ride prices compared to other competitors

Based on the quantitative research through surveys on the previous Google Form regarding Generation Z Consumer Perceptions of Go-Ride Service Products and our qualitative research through interviews, we concluded that consumers consider Go-Ride to be less economical than their competitors.

- **From the perspective of Interviewee 1**
  According to ANH, Go-Ride is not more economical when compared to other competitors. During rush hour, other competitors have more affordable prices than Go-Ride.

- **From the perspective of Interviewee 2 and 3**
  According to HS and AA, Go-Ride prices have not been considered economical recently due to government policies regarding rising fuel prices. However, before this policy, Go-Ride prices were cheaper supported by promos. However, even though the price is now less economical, the services provided by Go-

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Ride are better, such as the speed of the application, punctuality, and passenger comfort which are superior to other competitors.

Driver's level of service ability to consumers

- **From the perspective of Interviewee 1**
  According to ANH, Go-Ride drivers can serve consumers well because they drive their vehicles carefully.
- **From the perspective of Interviewee 2**
  According to HS, Go-Ride drivers offer additional facilities such as helmets and masks when they forget to wear a mask.
- **From the perspective of Interviewee 3**
  According to AA, the facilities from the driver made the customers comfortable and this is caused by conducted training from Go-Jek itself to create working standards.

The level of comfort of additional facilities provided by the driver

- **From the perspective of Interviewee 1**
  According to ANH, the facilities provided by Go-Ride are certainly an addition towards consumer comfort which made her comfortable and feel safety is prioritized.
- **From the perspective of Interviewee 2**
  According to HS, she likes the level of comfort provided by Go-Ride. She stated while she was a Go-Ride user every day, HS admitted that she never had an unpleasant experience. When asked about additional facilities, HS complimented by saying "Very cool" because she remembered what Go-Ride gave to consumers when traveling during the Covid-19 pandemic.
  "At that time, all motorbikes and cars were provided with plastic which was intended to keep the distance between the customer and the driver. Not only that,

even drivers on average provide masks, hand sanitizers, and more."
- **From the perspective of Interviewee 3**
  According to AA, additional facilities from Go-Ride provide great comfort because the driver offers various facilities including raincoat, and head cover, and some drivers also provide masks for Covid-19.

Interest in Go-Jek advertising on social media

- **From the perspective of Interviewee 1 and 3**
  ANH and AA find Go-Jek's advertisements on social media very interesting because they provide funny and unique content so they don't bore the audience.
- **From the perspective of Interviewee 2**
  As a Broadcasting student, HS often gets assignments to review *advertisements*. According to her, the Go-Jek advertisement is the most attractive, because it is visually good and attractive. For example, there is a Go-Jek advertisement featuring a Kuntilanak. Apart from being funny and interesting, Go-Jek advertisements also use slang and everyday language, making them more relatable.

The benefits obtained from using Go-Ride

- **From the perspective of Interviewee 1**
  According to ANH, the benefit she gets as a Go-Ride user is easier to find vehicle access to her destination. Another benefit that she gets are vouchers. She said that with the voucher, she could reduce expenses, and this became a reason for her to choose the Go-Ride service.

- **From the perspective of Interviewee 2**
  According to HS, she feels that the benefits she gets are during an *urgent condition,* such as going to campus. She said that she could not be accompanied by

her parents nor have a private vehicle to drive. Apart from that, she said it was very helpful because as a student, she does not have much funds. HS stated that Go-Ride benefits her by providing a quick, safe and economical travel to campus.

- **From the perspective of Interviewee 3**
  According to AA, she felt at ease after switching from conventional motorcycle taxis to Go-Ride or online motorcycle taxis because, according to her, she doesn't need to look for motorcycle taxis which is time saving. Conventional motorcycle taxis often give prices arbitrarily, meanwhile she also benefits from *the vouchers* and *promos* provided by Go-ride. She then stated that the existing promo doesn't guarantee her to use the Go-Ride service if there are cheaper competitors.

The thing that keeps consumers using Go-Ride

- **From the perspective of Interviewee 1**
  According to ANH, Go-Ride *drivers* are easier to find, so it doesn't take long to get *drivers.*
- **From the perspective of Interviewee 2**
  According to HS, until now she has used Go-Ride because it is more affordable, responsive drivers and punctual. Go-Ride drivers are also very involved for consumer convenience. So this has allowed HS to continue using Go-Ride as its *online means of transportation.*
- **From the perspective of Interviewee 3**
  According to AA, the thing that got her interested and kept using Go-Ride was because of the time and service.

Survey data sheds light on Generation Z's engagement with Go-Ride services, revealing a generally positive reception, especially regarding driver quality and comfort features. However, opinions on pricing are mixed. Leveraging the strong affinity for digital marketing and the distinct preferences of Generation Z, Go-Ride should continue tailoring its strategies to align with their expressive and communicative nature

(Kotler & Armstrong, 2018). Enhancements in app functionality and pricing strategies could solidify Go-Ride's position as a compelling option for young consumers, ultimately fostering increased satisfaction and loyalty.

Quantitative findings are enriched by qualitative insights, indicating a divided perception among Generation Z regarding Go-Ride's affordability and service quality. While praised for punctuality and supplementary amenities, such as helmets and raincoats, Go-Ride's cost-effectiveness compared to competitors remains contentious (Lovelock & Wirtz, 2016). Interviewees ANH and AA noted potential cost advantages with competitors, particularly during peak hours, citing rising petroleum prices as a factor. Nonetheless, HS highlighted Go-Ride's affordability for students and praised its overall service quality, including punctuality and application speed.

In terms of user experience and marketing, Go-Ride's social media advertisements, notably on platforms like YouTube and Instagram, resonate well with Generation Z due to their relatable content (Solomon, 2017). Efforts to ensure passenger comfort, especially during the COVID-19 pandemic, have garnered public praise. Respondents appreciate promotional offers and additional safety measures, underscoring Go-Ride's sustained appeal among the younger demographic despite pricing concerns.

Applying the 7Ps framework illuminates Go-Ride's strategic areas for improvement. While praised for reliability and additional features, pricing discrepancies suggest the need for more competitive strategies (Zeithaml et al., 2018). The app's expedient booking process aligns with Generation Z's digital preferences. Driver quality enhances user satisfaction, while social media promotions effectively engage the demographic. Continuous app performance enhancements and visible branding upkeep contribute to a positive user experience, ensuring Go-Ride remains the preferred choice among Generation Z.

CONCLUSION

The detailed research of Generation Z's Go-Ride participation shows its strengths and weaknesses. Users disagree on pricing despite its driver quality, comfort, and marketing. Qualitative

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insights show that competitor offerings and economic situations affect affordability perceptions. However, Go-Ride's continued appeal among younger consumers is a credit to its service quality and marketing. Go-Ride must address pricing issues with dynamic pricing models and improve user experience to stay competitive in Generation Z's ever-changing tastes.

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