The Readiness of Hospitality Services of Online Transportation Service for International Visitors

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Abstract: The study was a descriptive qualitative research. The purpose of the study was examined communication skills and hospitality service of online trasnportation services (OTS) in Palembang, particularly Go Car and Go Grab drivers required to serve international customers. Respondents were online drivers of two online transportation services companies – Go Jek (Go Car) and Go Grab, by using snowball sampling method, 100 drivers maximum or 10% from total population for each company. The study was designed based on the means-end of laddering focused on the relationship between cognitive between selected values of service that given by drivers, attribute service (means) to customers' expectation, customers' needs and individual communication skills (ends) of online drivers. Cognitive means intellectual potential which related to the ability to develop the rational ability. By using 'Theme and Coding' approach to interpret the data from interviews and observations, the study found that some of the online drivers had not had the basic of hospitality service to serve international visitors, because of they only able to speak Indonesian and local languages. Although incomplete services to customers, the study has been confronting earlier theories. The hospitality services may happen without using verbal communications. Body languages instead of oral languages to communicate with foreign customers may use as cordial and generous. Sugestions implementation for companies, and government to make a regulation of requirements policies for a new online driver, such as they must be able to speak one international language for instance English or Mandarin to communicate (daily conversations) with foreign customers.

1 INTRODUCTION

As Palembang is one of the international cities in the world, at once it also as a tourist destination in Indonesia. Many international events have been conducted in this city, such as sports events: 2011 - SEA Games; 2013 - Islamic Solidarity Games; 2014 - ASIAN Games; and 2018, and Islamic events, such as 2014 - International Musabaqah, etc.

While the development of technology communication and transportation also support Palembang as a destination which ready to serve tourists. The number of online transportation modes that used in Palembang, such as GoJek, Grab, and Uber. The development of devices and apps enable people to transport from one to another place in a simple way, just clicks they may hire cars like their own vehicles.

So that is why, online transportation mode has a lot of customers, one online driver may get around 10 to 20 customers per day (personal interview with an online driver, 2018). Not only in Palembang – Indonesia online transportation is used as local transportation, but also in neighbour countries, such as Malaysia, Thailand, and Vietnam (Agung, 2017).

The customers of this mode transportation may from any level and type, from students to housewives; from locals to foreigners who come to this city, which potential be loyal customers. This, therefore, make online drivers have to ready serve their customers. They have to give the best services to the customers. The services for customers in this context are known as 'hospitality'. Walker and Walker (2004) emphasise that hospitality refers to the relationship between guest and host, also refers to courteous activities, such as reception.

However, some of drivers have really weak hospitality services, particularly to foreigner customers. Based on our preliminary study, by using semi-structured interview to several drivers, most of them reject the orders from foreign customers

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because they did not want to speak with non Indonesian customers.

The drivers were not ready spoke with foreigners. Eventhough, they accept the orders mostly there were no communication between drivers and passangers. If this happend and happend again, it will make the OTS companies collaps. The multiplyer effects of this also to the drivers themselves, they will lost the jobs.

Based on the report of a local newspaper – Sriwijaya Post (30 January 2018), there are more or less 6,000 of online motorbike drivers in South Sumatera, Indonesia or around 2,000 of online cars drivers. To be an online driver has no particular requirement, anyone who has a driving licence and own car may apply for this job. They are might be from university students, housewives, or bankers.

However, there is not available data yet until this research conduct about the communication skills of the online drivers to serve their customers. Even though, communication and hospitality services are two important aspects in the process of serving guests and hosts.

In sum, based on the data above the study focuses on the analysing hospitality services of online transportation services (OTS), by take a case study of Go Car and Go Grab drivers in Palembang.

1.1 Research Questions

How do OTS in Palembang understand customers' choices?

How do OTS in Palembang understand customers' needs?

How do OTS in Palembang understand customers' expectations?

1.2 The Purposes of Research

The purpose of this study are: To examine the hospitality service of online drivers. To investigate types of communication skills that hospitality services required to serve their customers.

1.3 Contributions and Outcomes of Study

1.3.1 The Contributions of Study

As a basic guide to prepare the hospitality services of online drivers as guests and hosts for international visitors. Report to companies or providers of online

drivers in Palembang, or other parties who concern with this issue.

1.3.2 Outcomes of Study

A rule or regulation from local government, the Indonesian government, and company or provider of online transportation to online drivers about special skills that required for them, such as communication skills and hospitality services

2 LITERATURE REVIEW

The main focus of the study was about hospitality, so it is important starting to define hospitality service, followed by exploring customers' needs, choices, and expectation. In the last part, it discusses communication and previous studies.

2.1 Hospitality Service

Hospitality service cannot separate from human life, particularly in the context of guest services. As O'Gorman (2008:12) defines: hospitality as cordial and generous reception of or disposition toward the guest, or. An instance of cordial and generous treatment of guests, or. The act of practice of one who is hospitable, reception and entertainment of strangers or guest without reward, or with kind generous liberty. Similarly with O'Gorman (2008), Chapman and Lovell (2006) also state hospitality is about the process between hosts and guests, is an action or hospitable habit in the reception or service to guests, visitors, or foreigners from hosts.

This clearly indicates that hospitality service is about competencies of a person who wish to do things out the site from his/her home and different from her/his daily habits, such as eating, sleeping, and so on (Chan, et.al, 2007). If explore it further, however, O'Gorman (2008) emphasises that hospitality is more than just individual services but it is parts of service industries and relates to its quality. The services from one to other companies may compete to attract as much as customers.

In the indusry of hospitality, customers always expect to get the maximum services from services providers to meet their expectations or more. Thus, it is important for the management of hospitality to improve the quality of customers services.

2.2 Customers' Choices

While, a group of scholars, Victorino, et.al (2005) claim customer-choice will happen spontaneously. In other words, customers may do a selection for goods or services without thinking about its advantages or disadvantages, and suddenly. At the same time, Verma (2010: 474) states, "the choice of hospitality services is different from the choice of tangible goods because even after the purchase is made (that is, after the room is booked or the meal ordered), the customer continues to interact with the provider while the consumption is in progress". Thus, clearly, that customer-choice is one of the important factors to generate the decision of buying goods or services in the hospitality industry (Verma, 2007; Mylonnakis, 2008; Victorino, et.al., 2008).

2.3 Customers' Needs

Another important aspect that relates to the hospitality in this study, is customers-needs. As Kamdampully (2006) notes that customers-need is the social needs of customers which orientate on the services that given by companies in 'hospitality fields'. This clearly distinct form customers-needs from companies that sell general goods or services. Further, Kamdampully (2006) notes there are two types of social needs of customers, primary needs and secondary needs, as shown in figure 1.
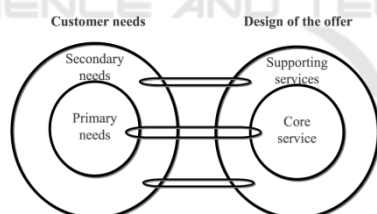

Figure 1: Matching customer needs with firm's offer (Kamdampully, 2006)

As clearly shown in the figure above, primary and core needs are not only aspects required to meet the primary needs, but also supplied by supporting services. While Liao and Chuang (2004) claim the main factor which influences the customers' needs in the hotel industries is 'performance'.

In this current study, performance means as complements aspects, such as employees, safety kids in the hotels.

2.4 Customers' Expectations

To understand what customers expect also a very important aspect in the hospitality industries. Based on the previous studies, customer-expectation is relating to satisfying or not of customers to the services from companies (Zeitham, et.al, 2007). In other words, the quality of services to determine individual customers' satisfaction.

Similarly, Dean (2002) claims customers' expectations in hospitality industries, such as in the hotels, the expectations of visitors as the basis of their quality services, and customers satisfaction generated (Marković, et.al., 2010).

2.5 Communication in Hospitality

The communication between one to another is a consequence of social relations of human life. There are at least two persons may generate a social interaction, this because of intercommunication. Communication may be defined from etymology, from the root of a word, the term of communication is 'communicatio', and 'communis'.

The meaning of communism in this context is an agreement or understanding of something (DeVito and DeVito, 2007; Griffin, 2006). DeVito and DeVito (2007), (Trenboolm and Jensen, 1996) also define communication as a process of two persons or more share information and create that information to generate the meaning and understanding one to another.

Therefore, the communication in the hospitality industries is one of important parts for communicator in order to give best services to their customers.

3 RESEARCH METHODOLOGY

3.1 Location and Time of Study

The study conducted in two providers companies, GoJek and GoGrab in Palembang, South Sumatera, Indonesia. The time length of study is seven months from June to December 2018.

3.2 Data Collection Method

To gather data, we used two methods, Primary data was collected by using:

Semi-structured interview. As Teijlingen (2014) note semi-structured interview is an open interview, where the interviewers allow to develop and explore the questions. The purposes of this interview are to

sort out the problem more open where interviewees enable to deliver their ideas and concepts. Thus, the interview has been conducted to respondents (online drivers) to get accurate data. The interview was around 30 minutes for each driver.

Observation. The observation also conducted to complete data that collected from interviews. It was used to look at how the drivers communicate and hospitality services to customers. By using jotting notes, "are written in the field" (Neuman, 2006:38), it was noted anything that related to the research questions, particularly the services of drivers. The observation has been conducted four months, September – December 2018.

3.3 Population and Sampling

Population of this current study was online drivers of Go Car and Go Grab who work in the are of Palembang city, registered on the Go Jek and Grab companies. As mentioned above, the purposes of this study is to investigate the services of online drivers in Palembang, so that is why we just use the online drivers who have working are in Palembang. Based on data, there were around 2,000 online drivers that registered on Go Jek and Grab, as shown on the table 1.

Table 1: Population

No.	Companies	Drivers (cars)
1.	Go Jek Indonesia (Go Car)	1,000
2.	Grab (Go Grab)	1,000

Source: Sriwijaya Post, 2017

3.4 Sampling Size Technique

The sampling size technique was 'snowball sampling". The reason used this sampling technique because Neuman (2006) claims this technique proper for qualitative researches where members of the population are homogenous or have similarities. Members of the population selected able to represent the condition of the population.

Therefore, the population of the study is online drivers who have similarities drive vehicles or cars of four wheels for commercial purposes, or deliver passengers who available from the application of Go-Car and Go-Grab. The online drivers around 2,000; 1,000 Go-Car drivers and 1,000 drivers. Because there are no data provided about the demography of respondents, such as the main jobs; sex; name; and

their ages, then decided maximum 100 drivers for each provider.

For the first step, around 10 drivers of Go-Car and 10 drivers of Go-Grab were selected as key-informants in this study. These first 20 drivers help to select another 20 drivers and continuing until data required are completed. Therefore, there were around 60 online drivers, 30 drivers of Go-Car and 30 drivers of Go-Grab.

3.5 Research Design

This study is a qualitative research based on 'the means-end of laddering' (Reynolds & Gutman, 1988). This approach focuses on the relationshipm coqnitive between values that selected for services that given by online drivers, service attribute (means) to understanding of customers choices, needs, expectations, and individual communication skills (ends) of online drivers. Cognitive can be interpreted as intellectual potential about the abilties to develop rational of individual (Turner, 2010).

By using semi-structured interview, respondents (online drivers) asked about recall (memory) of their services to customers in a particular times. Service or something that relates to services fails or recovery in hospitality service setting. In this approach, respondents also investigates their manner of treatment in order to providing their services.

The study investigated the communication and services of online drivers to the international visitors in a particular time. The interviews were conducted in Indonesian language. The interviews were conducted around 30 minutes for each driver, by using voice recorders.

The steps as shown on the figure 2.
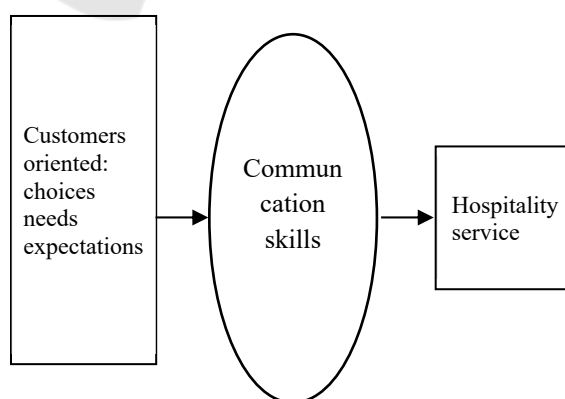
Source: Data Processing, 2018

Figure 2: Research framework

Figure 2 was the steps that used to analyse the communication skills of online drivers. The first step was investigating how they understand the customers' choices, expectations, and needs. This very important part to understand how the communication skills that the drivers have, the abilities of communication with international visitors, how they serve choices, expectations, and needs of their customers. That also shows the level of hospitality service for each driver.

3.6 Analisis Data Technique

The approach that used for this current study is 'Themes and Coding'. As Neuman (2006) claims Themes and Coding is one of the approaches in a qualitative research, it used to integrate data from field research. Thus, data that has been collected from interview and observation were grouped into several themes and Codes. The grouping of codes used 'open coding', where the researchers able to group themes and codes based on the data that summarise what they see happening after read through data several times (not based on existing theory – just based on the meaning that emerges from the data), then they start to create tentative labels for chunks of data (Neuman, 2016).

To answer the research questions, after data were grouped into themes and codes, then they were interpreted and analysed based on the percentages of similarities of themes and codes, such as how did OTS in Palembang understand of customers choices; how did drivers of OTS in Palembang understand of customers needs; how did drivers of OTS in Palembang understand of customers expectations.

4 RESULTS AND DISCUSSIONS

As mentioned earlier, the study was based on 'the means-end of where it focused on the relationship cognitive between values that selected for services that given by online drivers, service attribute (means) to the understanding of customers choices, needs, expectations, and individual communication skills (ends) of online drivers. Thus, through the semi-structured interview to the online drivers were recalled their services to customers, including their manners in the processing of services to customers.

The next step has grouped the data (interview results) based on the similarities, basically, there were five groups of a theme. They were 'not able to speak English or other languages'; 'shy to communicate with foreigners'; 'don't care'; 'don't know how to

start a communication'. The table 2 shows the themes of communication styles and hospitality services of online drivers, and 'Body language'.

Table 2: Themes of communication styles and hospitality services of online drivers to international customers.

Themes	Customers' Choices (average)	Customers' Needs (average)	Customers' Expectation (average)
Not able to speak English or other languages	50 %	13%	53%
Don't know how to start a communication	15%	31%	24%
Shy to communicate with westerners or foriegners	6%	19%	11%
Don't care	6%	6%	7%
Body Language	7%	31%	30%

Source: Data processing from primary source, 2018

4.1 Communication Styles of OTS

Table 2 shows that there are two types of communication styles that used by OTS, local and Indonesian languages; and body language. The language barriers were the most problems for online drivers to communicate with their international customers.

The table also shows that there are half of respondents and more (50%-53%) were not able to speak foreign languages, thus, they also less able to understand customers choices and expectations. In addition, around 31% of drivers did not know to start a communications, and they shy to communicate with foreigners.

This data confirm with the preliminary study, and it was very anxiety to the continuity of the OTS companies. Although, language is very important in a communication. DeVito and DeVito (2007) claim that one of the communication purposes is to get a similar understanding of something between a sender and a receiver.

4.2 They Ways of OTS Supply Customers Choices, Needs, and Expectations

As shown from table 2, none of dimensions of the customers' oriented, customers' choices, needs, and expectations were fully understand by drivers.

4.2.1 Customers' Choice

The data shows only around 6%- 50% of drivers can understand the customers' choice. Although, the percentages of drivers who said shy, don't care, and prefer to use body language were less than 10, this indicates that they have no choices and efforts to understand their customers'choices.

Similarly, drivers who said did not know how to start a communication with foreigners (15%), this indicates that they also have no efforts or lazy to understand customers' choices.

4.2.2 Customers' Needs

Although only around 31% or below of customers who did not understand the customers' needs the use of body language, and did not to start a communication had been shown that the drivers also have less opportunities to explore their abilities to speak with their verbal language.

4.2.3 Customers' Expectations

The table shows that drivers had a big struggling to understand the customers' expectations, more than half or around 53% of them were not able to understand what the expectations of foreign customers because their language barriers.

Similarly with the way they understand of the customers' needs they use body language to get understanding of their customers (around 31%). Even some of them around 24% of OTS also did not know to start a communication. This really weak, if they not use verbal and only use the body language, they will not fully understand of customers expectations.

Hence, the results contradicted with the theory of hospitality that defined by O'Gorman (2008), where there are two important aspects of the hospitality services 'cordial and generous'. In the process of service to customers, the OTS was not able to show them. In addition, the results also not relevant to the concepts of expectations (Zeitham, et.al., 2007; Dean, 2007; Marković, et.al., 2010). The services of drivers were cannot meet the customers' satisfaction. They also not able to supply from primary and secondary needs from the core and supporting services of drivers.

A peculiar resume/conclusion that some of the drivers who answered 'don't care' (see table 2 above), because they were not ready to get foreigners customers. The language problems lead to the drivers were not able to give the best hospitality services to the international customers.

5 CONCLUSIONS

Language is one aspect that plays important roles in the communication and services to the customers. As shown in table 2, language was the most problems for drivers to generate communications with foreign customers. This very crucial for OTS - Gojek, Grab, government to take actions, As Palembang is one of an international city, foreign customers who come to this city might be potential customers of the online transportation.

The study suggests that these parties have made a regulation for drivers requirements, such as they must have English skills, at least for daily conversation and hospitality services for international visitors.

Communication skills and hospitality services are two important aspects in the process of serving guests and hosts of OTS in Palembang, particularly to serve international customers.

Although incomplete services to customers, the study has been confronting earlier theories. The hospitality services may happen without using verbal communication because most of the OTS was not able to speak international languange. Body languages instead of oral languages to communicate with foreign customers may use as cordial and generous.

Hence, they were not ready to serve foreign customers, particularly using the verbal languange and non Indonesian languages.

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