

GOJEK's Impact on the Indonesian Economy in 2018



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This study was conducted by Lembaga Demografi Faculty of Economics and Business Universitas Indonesia (LD FEB UI) in collaboration with GOJEK Indonesia.

Purpose of Study

Analyze the direct and indirect **social and economic impact** of **GOJEK** partners on the Indonesian economy

Subjects of Study

Total sample: 6,732 respondents

- GO-RIDE partners: 3,886
- GO-CAR partners: 1,010
- GO-RESTO partners: 1,000
- GO-LIFE (GO-MASSAGE and GO-CLEAN) partners: 836

Margin of error (total amount of sampling compared to total population): < 3.5%.

A sound quantitative research typically aims for a margin of error of below 5%.

Research time period:
November 2018 – January 2019

Surveyed areas:

- Jabodetabek (Greater Jakarta)
- Bandung
- Yogyakarta
- Surabaya
- Denpasar
- Medan
- Balikpapan*
- Makassar*
- Palembang*

**Excluding GO-LIFE*

Location and Time Period of Study

CCS Concepts: • Computing methodologies → Image manipulation
Computational photography;
Additional Key Words and Phrases: Light field, video interpolation, neural network

Executive Summary



GOJEK contributed to the national economy

- GOJEK contributed IDR 55 trillion (US\$ 3.85 billion) to the Indonesian economy in 2018, assuming 100% active partners
- The average income of GOJEK partners (drivers, talent, merchants) is higher than the average minimum wage in surveyed Indonesian cities.



GOJEK partners felt they benefited from their partnership

- Partners felt that they could provide for their families with incomes earned from GOJEK.
- Partners obtained benefits from their partnership with GOJEK, including increased time spent with family; increased ability to save money; and increased work flexibility.



GO-FOOD elevated digital entrepreneurship

- Majority of Micro, Small, and Medium Enterprises (MSMEs) went digital for the first time when they joined GO-FOOD.
- MSMEs obtained benefits through their partnership with GOJEK, including digital marketing and acceptance of non-cash payments.



GO-LIFE provided opportunities for all members of society

- GO-LIFE provided income opportunities for women and those from underprivileged backgrounds (elementary to high school graduates).
- GO-LIFE increased women's participation in the digital economy; almost half of GO-LIFE female partners were breadwinners of their families.



Impact on
Indonesian Economy and Society

GOJEK contributed IDR 55 trillion (US\$ 3.85 billion)* to the Indonesian economy in 2018

The economic contribution is derived from the **additional** income earned by partners after joining GOJEK platform (GoRide, GoCar, GoFood, and GoLife).

* IDR 55 trillion is using assumption of 100% active partners

* Using a more conservative calculation of 75% active partners, GOJEK's contribution was IDR 44.2 trillion (US\$ 3 billion)

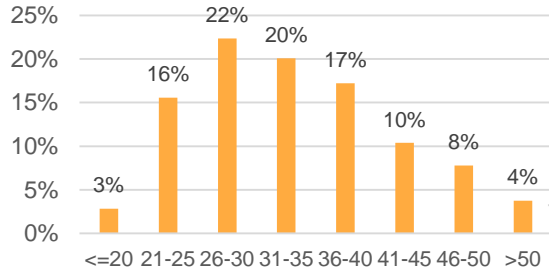
* 1 US\$ = 14,222 per 7 August 2019



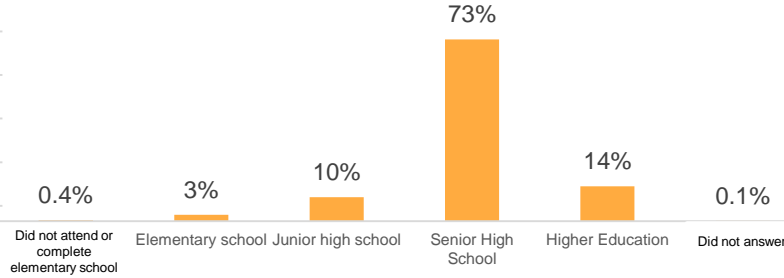
Impact on
GO-RIDE driver partners

GO-RIDE expanded income opportunities for driver partners from all educational backgrounds

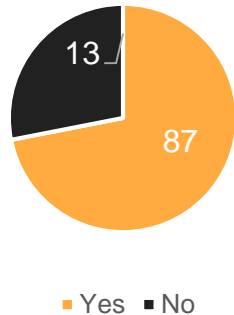
Partners' ages



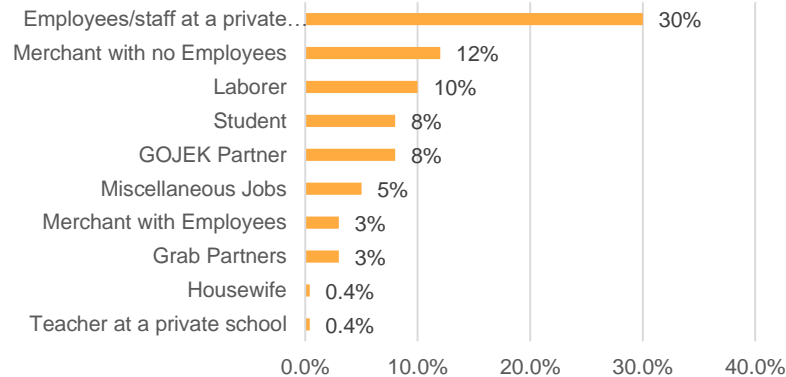
Partners' highest educational qualification



Partners with Dependants



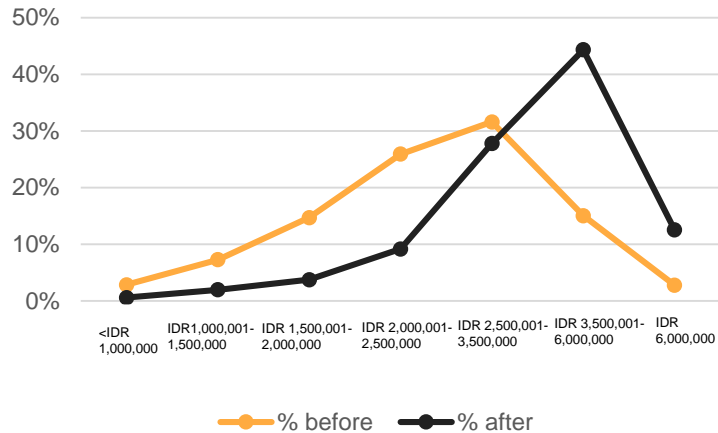
Top 10 Primary Occupations before becoming a GO-RIDE driver partner



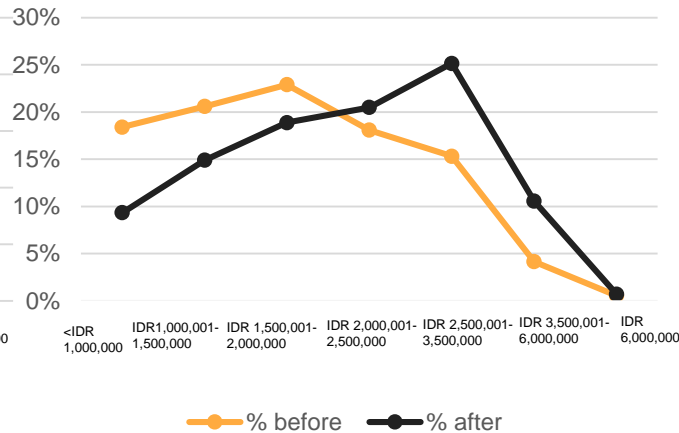
- **75% of GO-RIDE driver partners** were between 21-40 years old
- **86% of GO-RIDE driver partners** had a high school diploma or lower
- **14% of GO-RIDE driver partners** had a college education or equivalent
- **30% of GO-RIDE driver partners** had previously worked as private sector employees
- **87% of GO-RIDE driver partners** had dependents

GOJEK increased GO-RIDE driver partners' income, expenditure and overall well-being

Average monthly income of GO-RIDE driver partners



Average monthly expenditure of GO-RIDE driver partners



- Average income of GO-RIDE driver partners increased by **45%** after joining GOJEK
- Average expenditure of GO-RIDE driver partners increased by **25%** after joining GOJEK

Average income of GO-RIDE driver partners was higher than the average minimum wage in the surveyed areas

Average income of GO-RIDE
driver partners in Greater
Jakarta

IDR 4.9 million

Average income of GO-RIDE
driver partners **outside** Greater
Jakarta

IDR 3.8 million



Average minimum wage
in Greater Jakarta

IDR 3.9 million

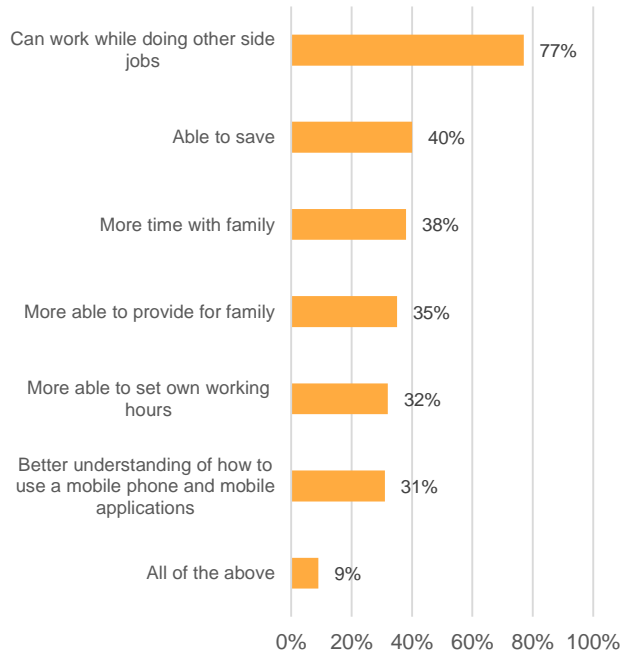
Average minimum wage
outside Greater Jakarta*

IDR 2.8 million*

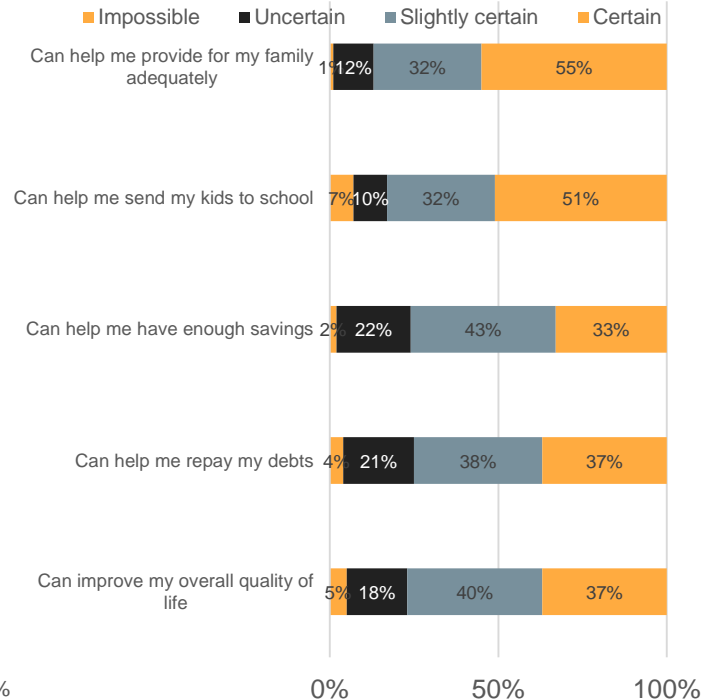
* Average minimum wage of cities outside Greater Jakarta: Bandung, Yogyakarta, Surabaya, Denpasar, Medan, Palembang, Balikpapan, Makassar.

GO-RIDE driver partners received benefits and felt optimistic about their partnership with GOJEK

Benefits felt by driver partners from partnering with GOJEK



Optimism towards how well GOJEK can fulfil partners' expectations



Primary benefits felt by GO-RIDE driver partners from partnering with GOJEK

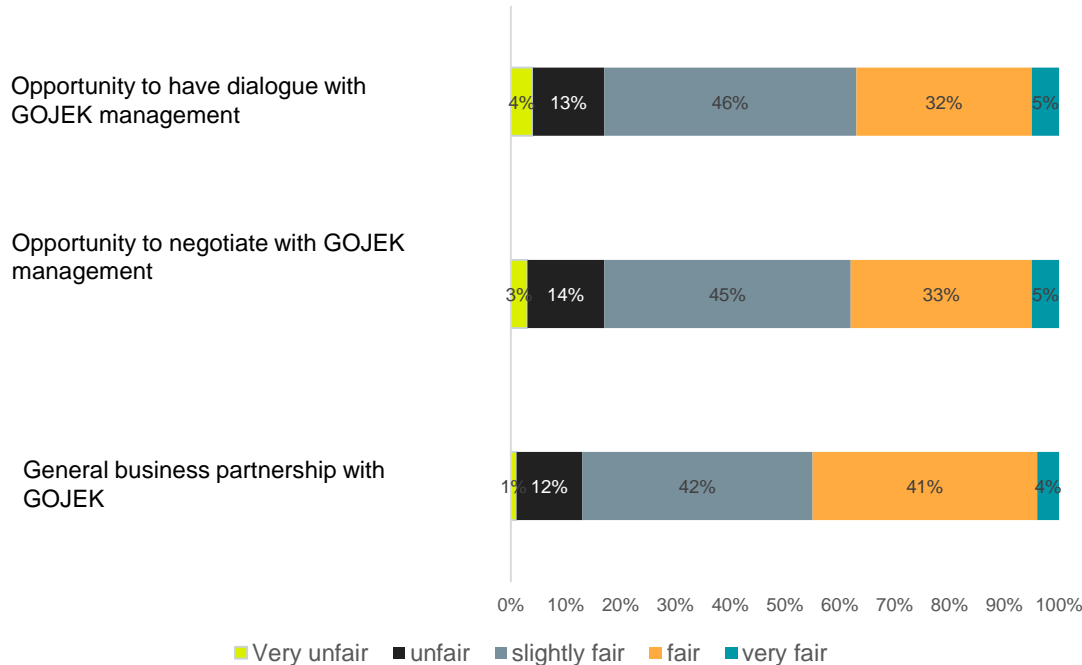
- Flexible working hours
- Source of income for family
- More time with family

Optimism level

- **87%** were confident or slightly confident that they could provide for their families adequately.
- **83%** were confident or slightly confident that they had enough income to send their children to school.

GO-RIDE driver partners felt positively about their partnership with GOJEK

Perception of partnership with GOJEK's Management



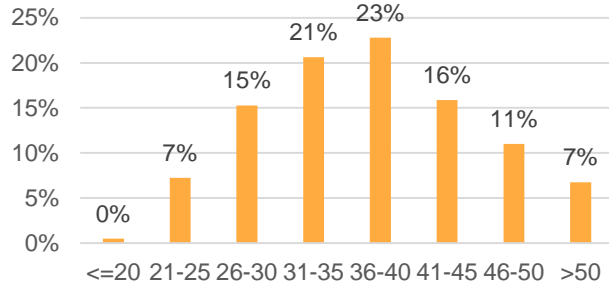
- **83% of GO-RIDE driver partners** felt that opportunities for dialogue with GOJEK management were slightly fair, fair, or very fair
- **83% of GO-RIDE driver partners** felt that opportunities to negotiate with GOJEK management were slightly fair, fair, or very fair
- **86% of GO-RIDE driver partners** felt that the terms and conditions of their partnership with GOJEK were slightly fair, fair, or very fair



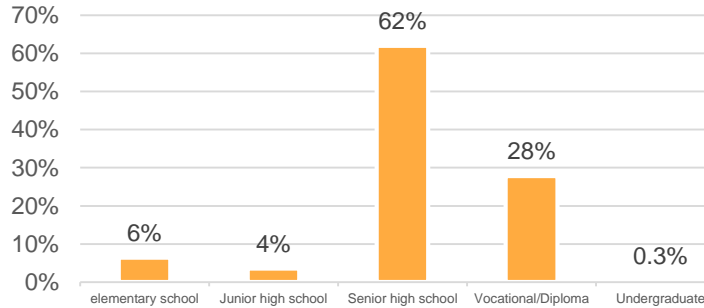
Impact on GO-CAR driver partners

GO-CAR expanded income opportunities for partners of all backgrounds

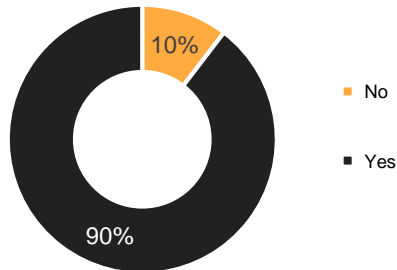
Partners' ages



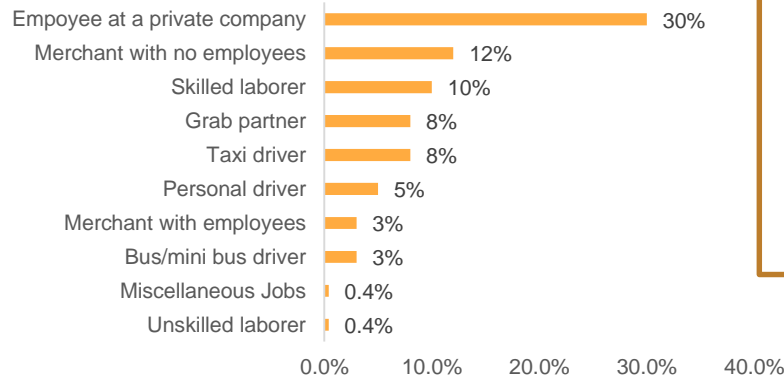
Partners' highest educational qualification



Partners with dependents



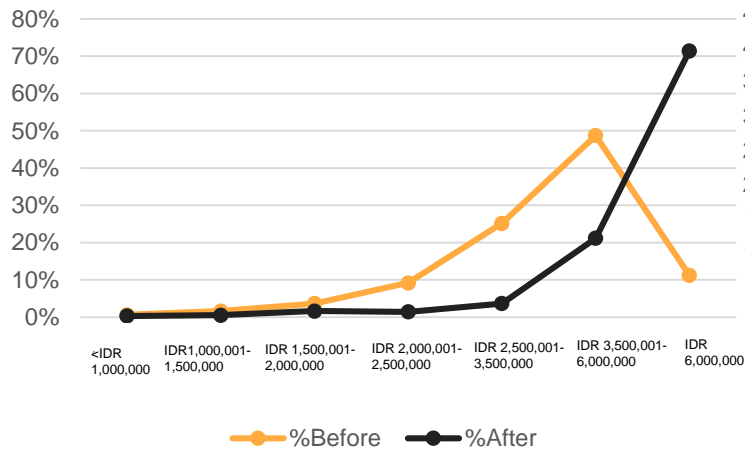
Top 10 Primary Occupations before becoming a GO-CAR driver partner



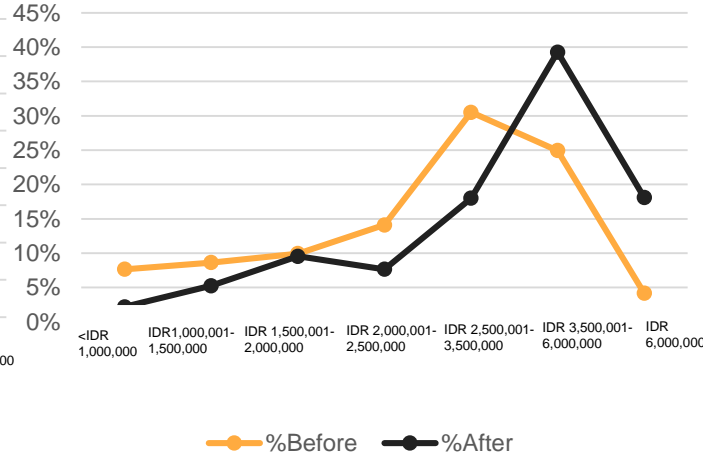
- **66% of GO-CAR driver partners** were between 21-40 years old
- **71% of GO-CAR driver partners** had a high school diploma or lower
- **43% of GO-CAR driver partners** had previously worked as private sector employees
- **90% of GO-CAR driver partners** have dependents

GO-CAR increased driver partners' income, expenditure and overall wellbeing

Average monthly income of GO-CAR driver partners



Average monthly expenditure of GO-CAR driver partners



- Driver partners' average income increased by **42%** after joining GOJEK
- Driver partners' average expenditure increased by **32%** after joining GOJEK

Average income of GO-CAR driver partners was higher than the average minimum wage in the surveyed areas

Average income of GO-CAR
driver partners in Greater
Jakarta

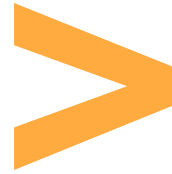
~IDR 6 million

Average minimum wage in
Greater Jakarta

IDR 3.9 million

Average income of GO-CAR
driver partners **outside** Greater
Jakarta

IDR 5.5 million



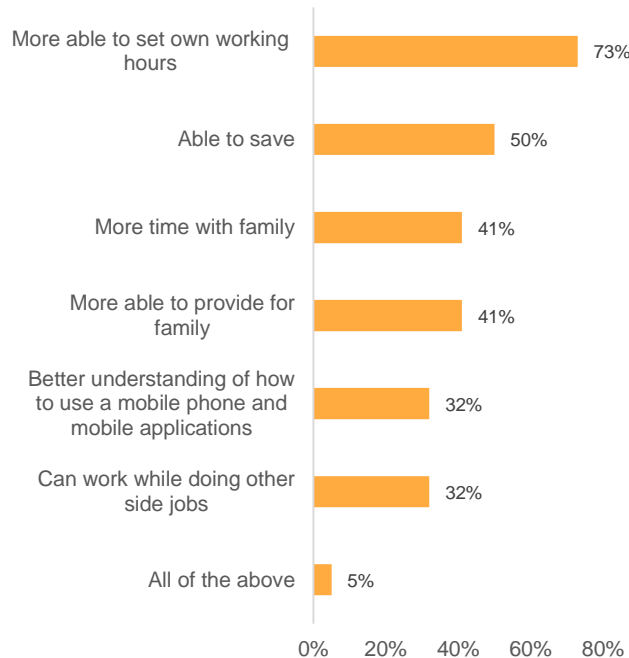
Average minimum wage
outside Greater Jakarta

IDR 2.8 million*

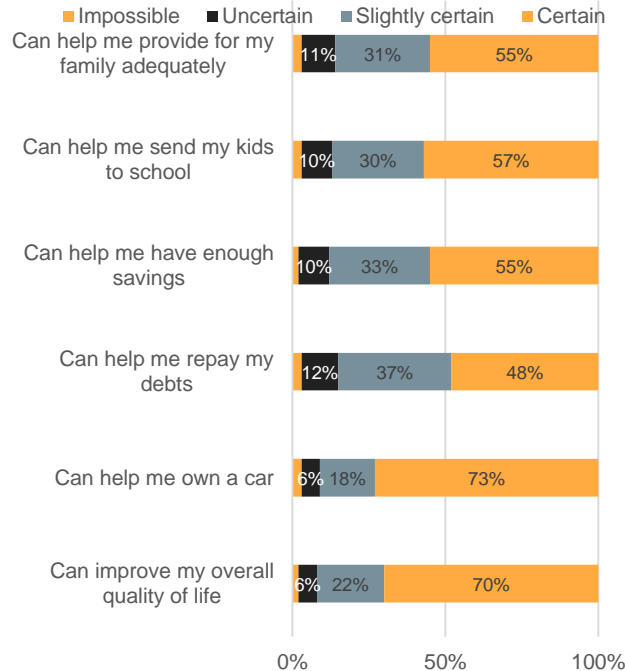
*Average minimum wage in Bandung, Yogyakarta, Surabaya, Denpasar, Medan, Palembang, Balikpapan, Makassar.

GO-CAR driver partners benefitted from, and felt optimistic about their partnership with GOJEK

Benefits felt by driver partners from partnering with GOJEK



Optimism about how well GOJEK can fulfil partners' expectations



Primary benefits felt by GO-CAR driver partners from partnering with GOJEK

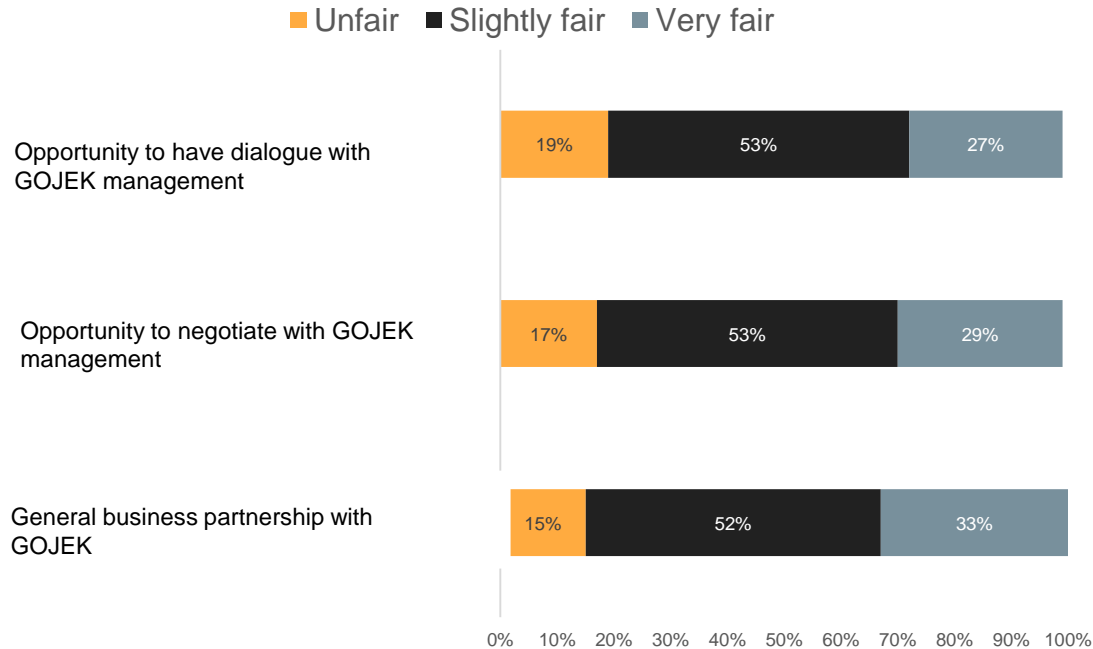
- Flexible working hours
- Able to save more
- More time with family

Optimism levels

- **86%** were confident or slightly confident that they could provide for their families adequately.
- **87%** were confident or slightly confident that they could earn enough income to send their children to school.

GO-CAR driver partners felt positively about their business partnership with GOJEK

Perception towards partnership with GOJEK Management



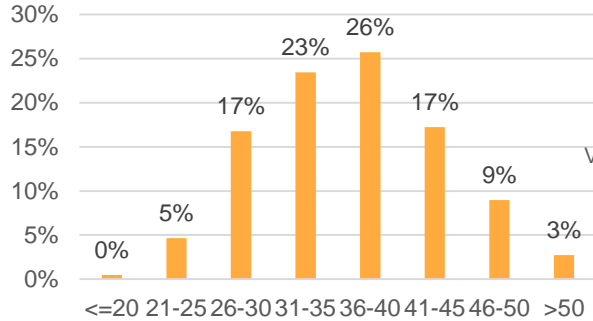
- **80% of GO-CAR driver partners** felt that opportunities for dialogue with GOJEK management were slightly fair, fair, or very fair
- **82% of GO-CAR driver partners** felt that opportunities to negotiate with GOJEK management was slightly fair, fair, or very fair
- **85% of GO-CAR driver partners** felt that the terms and conditions of their partnership with GOJEK were slightly fair, fair, or very fair



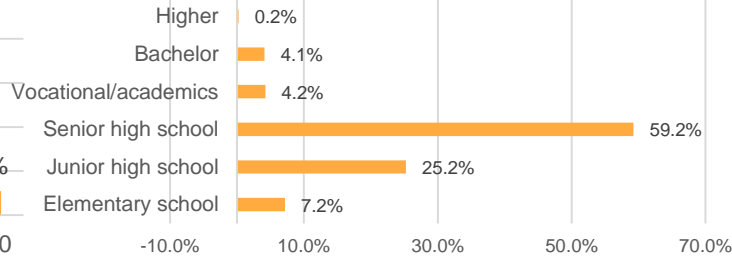
Impact on
GO-LIFE partners

GO-LIFE expanded opportunities for partners of all educational backgrounds

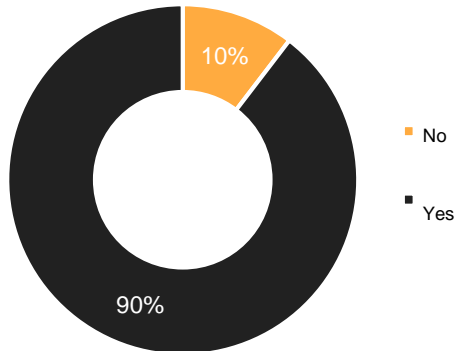
Partners' age



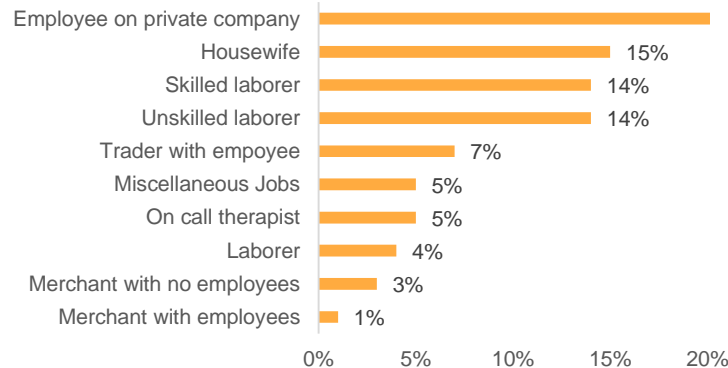
Partners' highest educational qualification



Partners with dependent



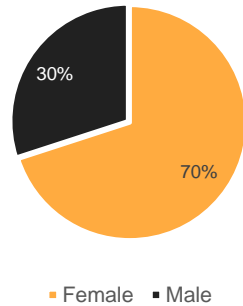
Top 10 Primary Occupations before becoming a GO-LIFE partner



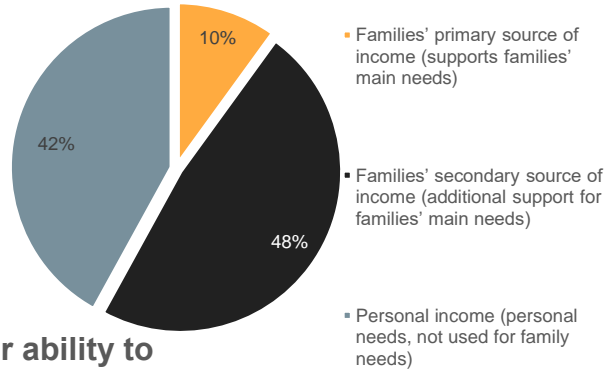
- **71% of GO-LIFE partners** were between 21-40 years old
- **91.5% of GO-LIFE partners** had a high school diploma or lower
- **21% of GO-LIFE partners** had previously worked as private sector employees
- **83% of GO-LIFE partners** had dependents

GO-LIFE increased women's participation in the digital economy and supported them in becoming more independent

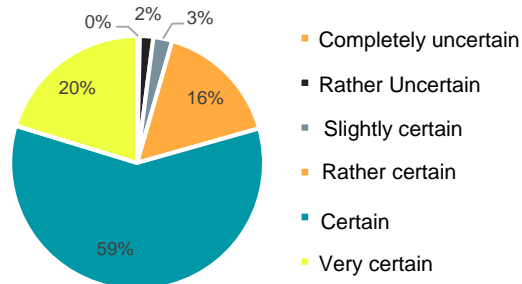
Partners' Gender



Allocation of GO-LIFE partners' income



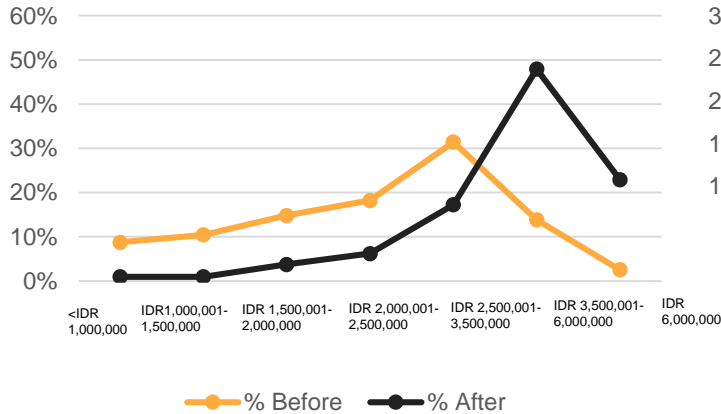
Partners' confidence in their ability to independently provide for themselves



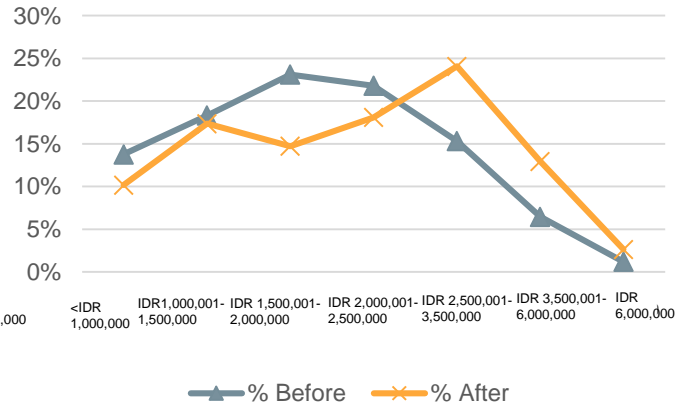
- **>70% of GO-LIFE partners were female**
- **Almost 50% of female partners were breadwinners in their families**
- **95% of female GO-LIFE partners were slightly certain, certain, or very certain that they could be independent**

GOJEK increased the income, expenditure and overall wellbeing of GO-LIFE partners

Average monthly income of GO-LIFE partners in 6 Surveyed Areas



Average monthly expenditure of GO-LIFE partners in 6 Surveyed Areas



- Partners' average income increased by **72%** after joining GO-LIFE
- Partners' average spending increased by **19%** after joining GO-LIFE

GO-LIFE partners' average income was higher than the average minimum wage

Average income of GO-LIFE
partners in Greater Jakarta

IDR 4.8 million

Average income of GO-LIFE
partners **outside** Greater
Jakarta

IDR 4.3 million



Average minimum wage in
Greater Jakarta

IDR 3.9 million

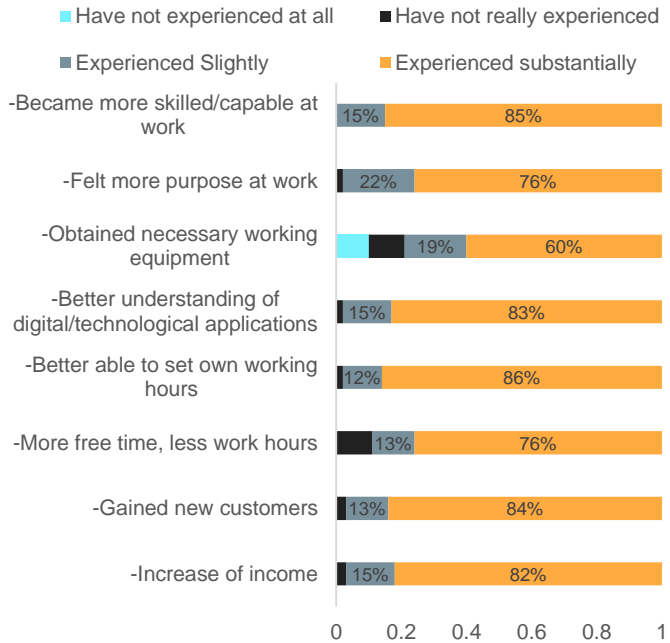
Average minimum wage
outside Greater Jakarta

IDR 3.1 million*

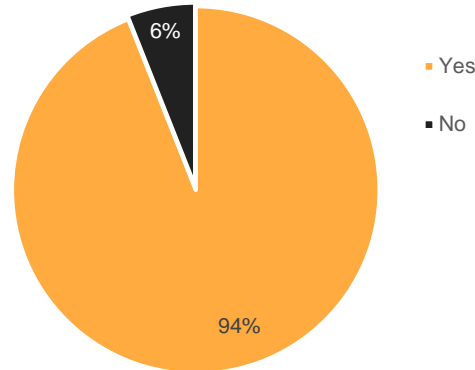
*Average minimum wage of surveyed cities: Bandung, Yogyakarta, Surabaya, Denpasar, Medan.

GO-LIFE partners experienced various benefits, including increased skills through additional training from GO-LIFE

Perception of partnership with GOJEK

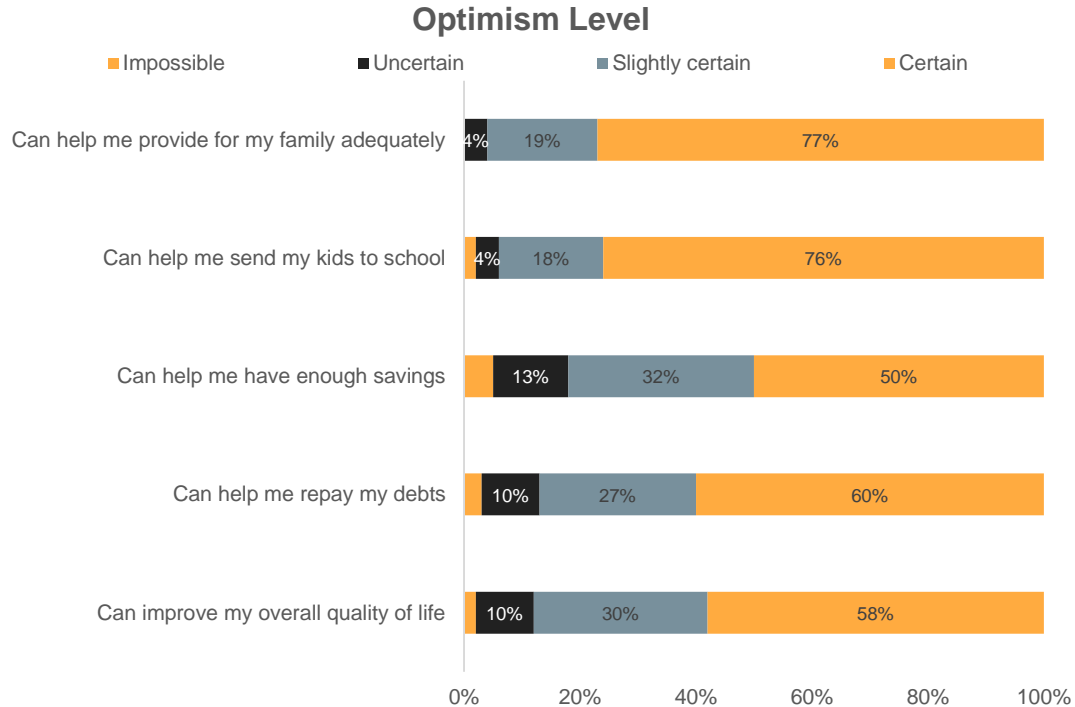


GO-LIFE partners who have received additional training from GOJEK



- **97% of partners** experienced an increase in income
- **97% of partners** experienced an increase in customers
- **100% of partners** felt more skilled in their field of work
- **94% of partners** received training to improve their skills

GO-LIFE partners felt optimistic about their partnership with GOJEK



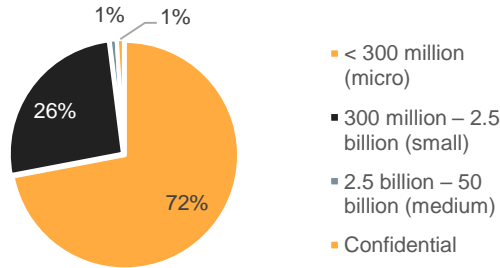
- **96% of partners** were rather confident or confident that they could provide for their families adequately
- **94% of partners** were rather confident or confident that they could send their children to school
- **88% of partners** were rather confident or confident that being a GO-LIFE partner would increase their overall quality of life



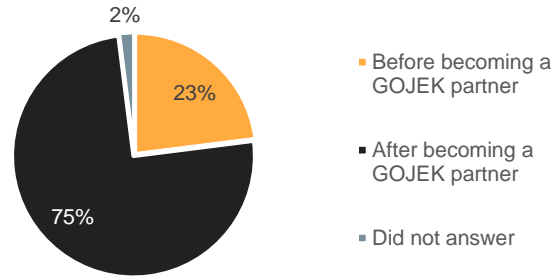
Impact on
GO-FOOD MSME partners

GO-FOOD has become an entry point into the digital economy for Micro, Small, Medium Enterprises (MSMEs)

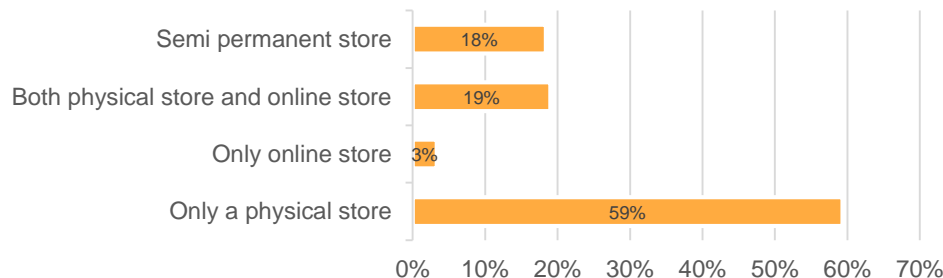
Classification of respondents' revenue
(based on Indonesia Law 20/2008 on MSMEs)



When MSME partners first used
electronic payments



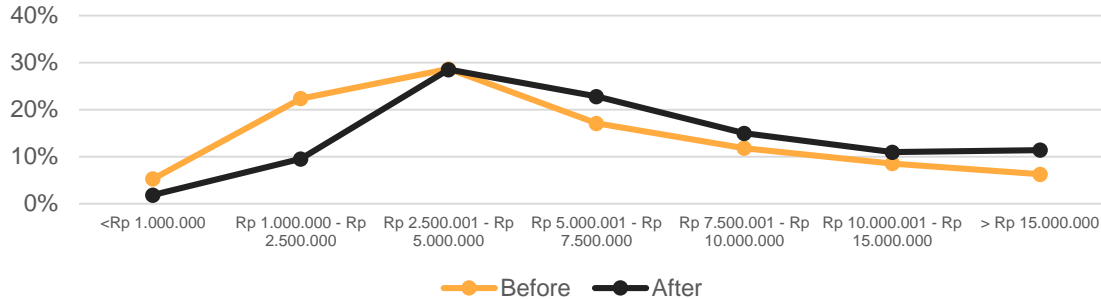
How was the business run before becoming a GO-FOOD partner?



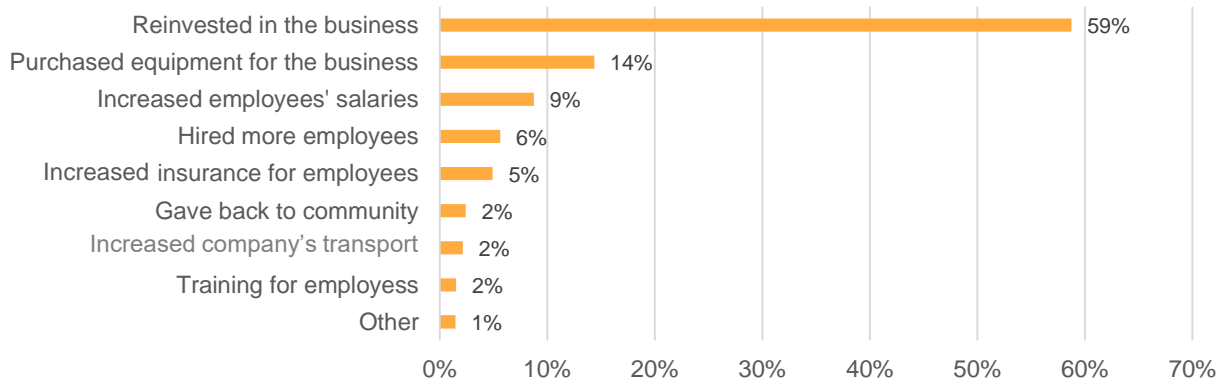
- **72% of MSME partners** were classified as “micro enterprises” with revenue of less than IDR 300 million/year
- **75% of MSME partners** started accepting non-cash payments after becoming a GO-FOOD partner
- **93% of MSME partners** went online because of their partnership with GO-FOOD

GO-FOOD increased revenues for MSME partners

MSME weekly revenue
(% change from before to after joining GO-FOOD)



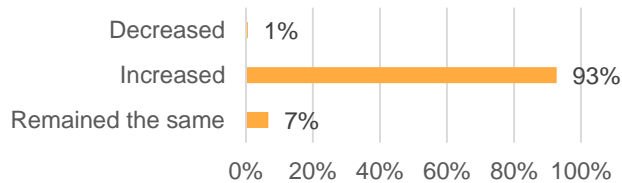
If you experienced an increase in revenue after becoming a GOJEK merchant, how did you spend the increased revenue?



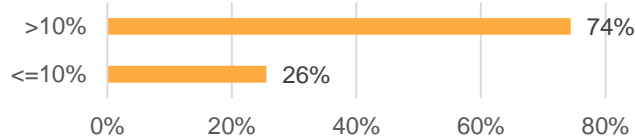
- **55% of MSME partners saw their revenue classification increase after joining GO-FOOD**
- **85% of MSME partners invested revenues earned from GO-FOOD back into their businesses.**

GO-FOOD helped its MSME partners increase their transaction volume and customer base

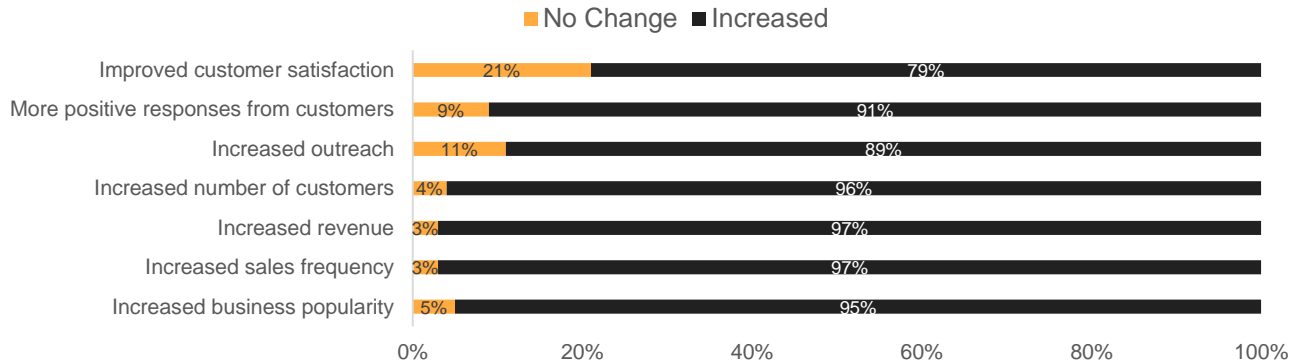
Difference in Transaction Volume
(% change from before to after joining
GO-FOOD)



Increase in Transaction Volume
(% change from before to after
joining GO-FOOD)



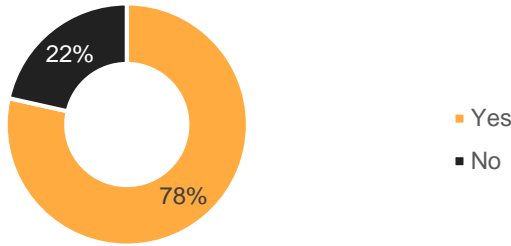
Perceptions of change after becoming a GO-FOOD partner



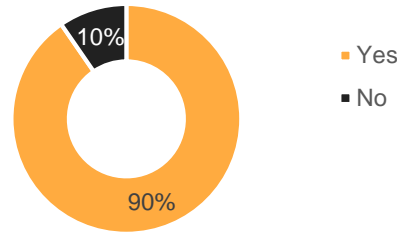
- **93% of MSME partners** experienced an increase in transaction volume
- **74% of MSME partners** experienced an increase in transaction volume of at least 10%
- **96% of MSME partners** reported that they had received new customers since joining the GO-FOOD platform

GO-FOOD's ability to increase market access via technology is viewed by MSMEs as their primary reason for joining

Joined GO-FOOD because they wanted to adopt technological advancements



Joined GO-FOOD because they wanted to increase marketing



Perceptions of MSMEs about the terms of their partnership with GOJEK / GO-FOOD



- **90% of MSME partners** joined GO-FOOD to increase marketing
- **78.5% of MSME partners** joined GO-FOOD to adopt new technology
- **98% of MSME partners** felt that GO-FOOD treated them fairly and advantageously

Thank you



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FAKULTAS
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DAN BISNIS

The logo of Lembaga Demografi consists of three slanted parallel lines of varying lengths, creating a stylized 'L' or 'D' shape. To the right of these lines, the text "Lembaga Demografi" is written in a sans-serif font.

Lembaga
Demografi