

Exploring Impacts of Gojek Application as a Sharing Economy Tool on Indonesian Economics and Society: Systematic Literature Review Approach

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Abstract

Digitisation has changed many industries, including the sharing economy. Indonesian multi-service platform Gojek has transformed logistics, finance, and transport. Job creation, economic growth, and social dynamics are examined in this study of Gojek's effects on Indonesia's economy and society. Society, business leaders, and policymakers must understand Gojek's influence. The positive and negative effects of Gojek's expansion on Indonesia's economy and society must be assessed. This study sheds light on digital platforms in developing economies and informs regulatory and development strategies. Gojek has boosted Indonesia's GDP and job creation, according to the study. The platform has helped drivers, micro-entrepreneurs, and small businesses earn flexible income. Gojek has changed consumer behaviour by making many services easier to use. Future viability, regulation compliance, and competition are gig economy concerns. Indonesia's digital economy relies on Gojek, which changed social norms. Theory enhances understanding of developing market digital platform economies and their socioeconomic effects. This study advises policymakers and businesses on promoting innovation with regulatory constraints and inclusive growth with digital platforms. This study emphasises the need to continuously evaluate digital platforms like Gojek to ensure their positive impact on economic growth and social welfare. Future research should examine long-term effects and compare digital platforms in similar economic contexts.

Keywords: *Gojek, Sharing Economy, Urban Mobility.*

Introduction

The introduction of digital platforms has transformed numerous industries on a global scale, with the sharing economy emerging as a particularly notable advancement. Digital platforms have transformed various industries worldwide, allowing the sharing economy to thrive as a disruptive force (Khan et al., 2023; Fang et al., 2022). These platforms use technology to enable peer-to-peer transactions, promoting efficient resource utilization and opening new economic opportunities (Delpino-Chamy & Pérez Albert, 2022; Khan et al., 2023).

One such platform, Gojek, has emerged as Indonesia's leading multi-service provider, offering a wide range of services such as ride-hailing, food delivery, logistics, and digital payments (Fajri & Roktini, 2023). Gojek's rapid growth and widespread adoption have had a significant impact on Indonesia's economy and society, necessitating a thorough examination of its consequences. Gojek has emerged as a prominent multi-service platform in Indonesia, resulting in significant changes in transportation, logistics, and financial services.

Digital platforms such as Gojek have fueled economic growth by creating new revenue streams and promoting entrepreneurship (Khan et al., 2023; Delpino-Chamy & Pérez Albert, 2022). By connecting service providers and consumers, these platforms have created job opportunities and allowed individuals to earn money through flexible work arrangements (Fang et al., 2022; Fajri & Roktini, 2023). Furthermore, increased efficiency in transport and logistics has reduced operational costs for businesses, increasing economic productivity (Khan et al., 2023).

Furthermore, the introduction of digital platforms such as Gojek has transformed the job market, particularly in Indonesia, by enabling the gig economy and creating new job opportunities (Zou & Zhao, 2023). Gojek, a well-known multi-service platform, has emerged as a major player in this space, providing a wide range of services that have helped to create jobs and boost economic growth. Individuals can now engage in flexible work arrangements through Gojek's platform, which provides alternative income sources and entrepreneurial opportunities (Delpino-Chamy & Pérez Albert, 2022; Fang et al., 2022). Gojek has

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enabled individuals to become micro-entrepreneurs by connecting service providers and consumers, providing services like ride-hailing, food delivery, and logistics (Fajri & Roktini, 2023; Zou & Zhao, 2023). This gig economy model has created new opportunities for employment, particularly in urban areas where traditional job opportunities may be scarce.

While Gojek has helped to create many jobs, concerns have been raised about gig workers' working conditions and social protections (Fajri & Roktini, 2023). Fair compensation, job security, and access to benefits have sparked debates about the need for regulatory frameworks and policies to protect this emerging workforce's rights and well-being (Zou & Zhao, 2023).

Some researchers have not thoroughly investigated the negative effects of Gojek's application in the new sharing economy era. For example, Gojek's low fares and discounts have undercut traditional transportation services such as taxis, resulting in job losses and reduced income for taxi drivers (Ford and Honan, 2017). Furthermore, Gojek's gig economy model focuses on independent contractors rather than full-time employees, which can result in lower wages, a lack of benefits, and job insecurity for drivers (Hadiati et al., 2023). While Gojek has created flexible earning opportunities, these jobs are frequently precarious and provide little stability or benefits (Yasih, 2023). Next, an oversupply of Gojek drivers in some areas has resulted in intense competition and lower earnings for many (Von Vacano, 2021).

Aside from economic impacts, social impacts can manifest in a variety of settings. Concerns have been raised about Gojek drivers' safety and working conditions, which may include long hours, traffic hazards, and a lack of legal protections (Icasiano & Taihagh, 2021). The rise of the gig economy, aided by apps such as Gojek, has contributed to the breakdown of traditional employment relationships and worker rights (De Ruyter & Rachmawati, 2020). Gojek's disruption of traditional transport services has sparked opposition and protests from taxi drivers and unions.

Urgency of the Study

This study will investigate the negative effects and find a solution to minimize them. The study's contribution will fill an academic gap and provide practical suggestions to the government, which regulates policy and manages social issues, as well as Gojek itself, to strengthen their contribution to society. Gaining a comprehensive understanding of Gojek's influence is critical for policymakers, business executives, and the larger society. As Gojek's expansion continues, its impact on the Indonesian economy and society grows, necessitating an assessment of both positive and negative outcomes.

This study provides valuable insights into the role of digital platforms in developing economies and helps to shape future regulatory and development strategies. Thus, this study investigates the impact of Gojek on Indonesia's economy and society, with a particular emphasis on its contribution to economic growth, job creation, and social dynamics.

Goals and Aims of the Research

This research aims to assess the economic and social effects of the Gojek application in Indonesia.

The study aims to evaluate the precise economic impact of Gojek on Indonesia's GDP and employment. Examine the social consequences, such as shifts in consumer conduct and societal outlooks. Determine the difficulties and potential advantages linked to Gojek's activities in Indonesia.

Research Questions

Based on the research background, the urgency, and the aim of the study, researcher decided to focus on answering these questions:

- How Gojek impact the Indonesian economy precisely on GDP and employment?
- What are the social consequences of Gojek usage in society?
- What are the challenges and benefits of Gojek activities economically and socially?

Literature Review

Sharing Economy

The sharing economy, also called the collaborative economy, is an economic model in which individuals or organisations share resources, goods, and services via digital platforms or marketplaces. This concept has received a lot of attention in recent years, with several studies looking into its various aspects. The sharing economy uses digital platforms to facilitate peer-to-peer transactions, providing access to underutilised resources rather than ownership (Matusiewicz & Książkiewicz, 2023; Niederhauser et al., 2022). Matusiewicz and Książkiewicz (2023) define this sector as transportation (e.g., Uber, Lyft), accommodation (e.g., Airbnb), and task-sharing (e.g., TaskRabbit).

Research suggests that sharing economy participants are motivated by economic benefits, environmental sustainability, and social interactions (Rasyidah et al., 2023; Niederhauser et al., 2022; Matusiewicz & Książkiewicz, 2023). The sharing economy has the potential to improve resource efficiency, reduce costs, and generate income (Hira & Reilly, 2017). Despite its benefits, the sharing economy faces challenges and limitations. These include regulatory issues, trust concerns, and potential negative consequences for traditional industries (Codagnone & Martens, 2016). Researchers have also investigated how the sharing economy affects labour markets and worker rights (Codagnone et al., 2016).

Aside from economic impacts, the sharing economy's environmental and social impacts have piqued people's interest. Some studies have investigated how the sharing economy can promote sustainability and reduce resource consumption (Liu and Chen, 2020). Others have investigated the social implications, including community building and social capital formation (Zmysłony et al., 2020).

Urban Mobility

Urban mobility is an important aspect of modern cities, and the literature discusses the various social, economic, and environmental effects of transport systems. The growth of ridesharing services such as Uber and Lyft have created new opportunities and challenges for urban mobility (Khavarian-Garmsir et al., 2021). Ride-sourcing services provide safe and convenient transportation options, increasing transit availability in underserved and remote areas. They can generate new job opportunities, offer drivers flexible working hours, and outperform traditional taxis (Wicaksana, 2020). These services have the potential to reduce car ownership, congestion, and parking demand by supplementing public transportation.

Smart mobility solutions, such as integrated transport management systems, can improve cities' responsiveness, innovation, and competitiveness. They seek to ensure alignment with public interests by addressing issues such as reduced mobility, freedom of movement, and travel time. Mobile technology has transformed urban life, allowing people to receive location-based information and contribute to the city by sharing data about urban conditions (Evans-Cowley, 2010). This can improve our ability to engage in and document public life.

Ride sourcing services have been chastised for unfair competition with taxis, poor compliance with social legislation, and a lack of affordability (Khavarian-Garmsir et al., 2021). They may exclude vulnerable and socially disadvantaged groups, and driver income can fluctuate. There is evidence that in some cases, they contribute to increased vehicle miles travelled, energy consumption, greenhouse gas emissions, and congestion (Khavarian-Garmsir et al., 2021). While smart mobility solutions seek to address sustainability issues, there is no consensus on the best approaches to achieving such change. There are knowledge gaps regarding accelerated transitions to sustainable mobility, as well as addressing issues of equity, equality, and justice (Nikulina et al. 2019).

Gojek Application

Gojek is a popular online transportation and delivery service application in Indonesia. The Gojek app connects users with freelance drivers and service providers, enabling on-demand transportation, logistics, and lifestyle services (Lutfia & Jamiati, 2023; Erisanti & Triwulandari, 2020; Mahendra, 2020). It has become a leading "super app" in Indonesia, offering a wide range of services through a single platform, including:

- Ride-hailing services for motorbike taxis (Go-Ride) and car taxis (Go-Car)
- Food delivery (Go-Food)
- Courier and package delivery (Go-Send)
- Grocery and shopping delivery (Go-Mart, Go-Shop)
- Massage and home service bookings (Go-Massage, Go-Clean, Go-Auto, etc.)
- Digital payments and financial services (Go-Pay)

Overall, Gojek is a major player in Indonesia's growing on-demand services and gig economy, leveraging mobile technology to connect consumers with transportation, delivery, and other services.

Gojek has had a significant economic impact by creating job opportunities and supplemental income for its driver-partners. A 2017 study found that over 90% of Gojek drivers cited increasing their income as the main reason for joining the platform (Ford & Honan, 2017). However, the same study noted concerns around low pay and lack of benefits for drivers. Socially, Gojek has improved mobility and access to transportation services, especially in urban areas of Indonesia. According to Raharso & Sia (2017), Gojek increased access to transportation for lower-income groups. However, there are also concerns around traffic congestion caused by the rise of ride-hailing services like Gojek (Malawani, et.al., 2020).

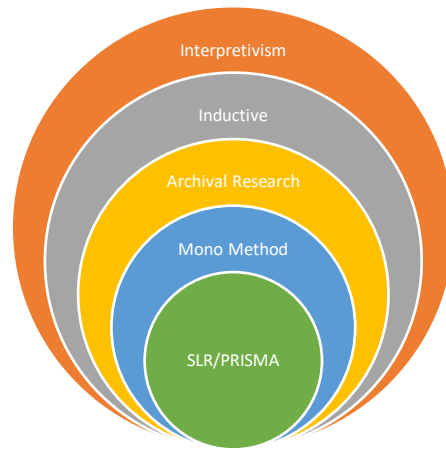
Methodology

To begin with, this study employs an interpretative paradigm. The interpretive paradigm seeks to comprehend subjective experiences, meanings, and interpretations (Malterud, 2016). It is appropriate for conducting systematic literature reviews on qualitative studies such as ethnographies, case studies, and phenomenological research.

Because this research relies heavily on a qualitative approach, inductive thinking is used. An inductive approach is a research method that entails making observations and drawing conclusions from specific instances or examples to identify patterns, themes, or theories (Ahn et al., 2024; Dittmann & Kopf-Beck, 2019; De Paoli, 2023). It is a bottom-up approach in which the researcher begins with specific data or observations and progresses to broader generalisations or hypotheses. In an inductive approach, the researcher does not start with a predetermined theory or hypothesis. Instead, they gather data using a variety of methods, including interviews, observations, and document analysis, and then analyse it to identify recurring patterns, themes, or categories (Diller & Passmore, 2023; Ahn et al., 2024; De Paoli, 2023). The researcher then applies these patterns or themes to construct a theory or conceptual framework that explains the observed phenomena. The inductive approach is commonly used in qualitative research to explore and understand complex phenomena from the participants' perspectives, as well as to generate new theories or hypotheses (De Paoli, 2023; Diller & Passmore, 2023). It is especially useful when there is little prior knowledge or theory about a topic, or when the researcher wishes to gain a new perspective on a well-studied phenomenon.

Furthermore, the population of this study is examining Indonesia and only picked up relevant documents to be sample of the study. Based on these statements, this study will be guided by Saunders & Tosey's (2012) research onion that will be shown in figure below.

Figure 1 Research Onion



This research utilizes a systematic literature review approach, focusing on the Indonesian context. The scope encompasses research, analyses, and information that pertain to Gojek's activities over a ten-year period spanning from 2014 to 2024. Then, the methodology phase will be explained in this table below.

Table 1 Methodology Protocol

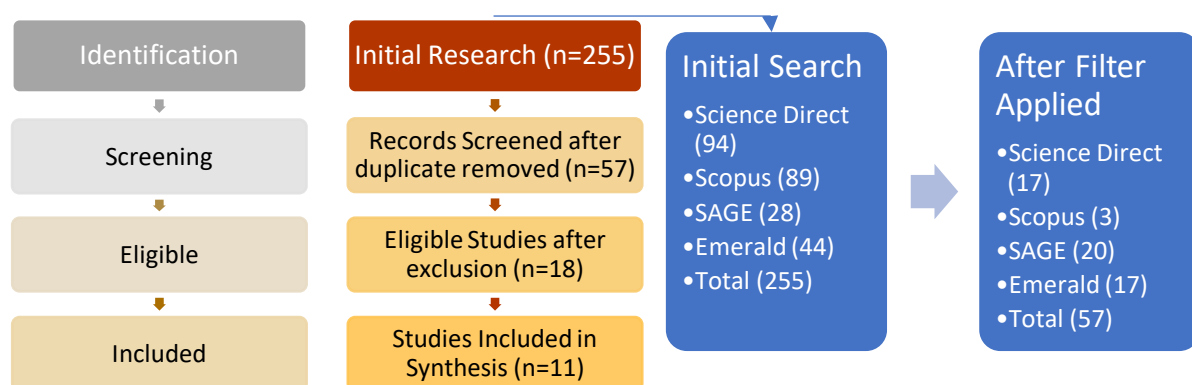
No	Phase	Activities
1	Planning	Define the research questions (RQs) related to the economic expansion, job creation, and social dynamics. of the Gojek application.
2		Develop a search strategy by identifying relevant keywords and databases (e.g., Google Scholar, Elsevier, ScienceDirect, Scopus, SAGE, Emerald).
3		Establish inclusion and exclusion criteria for selecting relevant studies such as publication date range (2014-2024), language (English and Indonesian), and document type (official financial and market report, peer-reviewed journals/conferences).
4	Execution	Perform the initial search across the identified databases using the defined keywords and search strings.
5		Screen the search results based on the inclusion/exclusion criteria by reviewing titles, abstracts, and full texts.
6		Assess the quality of the selected studies using a predefined quality assessment checklist or tool.
7		Extract relevant data from the included studies, such as study characteristics, research methods, findings, and limitations.
8	Reporting	Synthesize the extracted data using appropriate techniques (PRISMA analysis).
9		Present the findings in a structured manner, addressing the research questions and highlighting key insights.
10		Discuss the implications of the findings, limitations of the review, and recommendations for future research.

After developing a data collection protocol, the researcher will analyse it using PRISMA before interpreting it. PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) is a set of evidence-based guidelines and standardised protocols for conducting and reporting systematic literature reviews and

meta-analyses (Malhotra, 2024). It seeks to improve the quality, transparency, and completeness of systematic reviews by providing a checklist and flow diagram to ensure that all critical elements are included and reported (Wicaksono et al., 2022; Malhotra, 2024).

PRISMA provides guidelines for creating a comprehensive and reproducible search strategy across multiple databases and sources to identify all relevant studies on a specific topic (Campra et al., 2021; Thai et al., 2023). It describes a structured process for screening and selecting studies based on pre-defined eligibility criteria, which includes using a PRISMA flow diagram to document the number of studies identified, screened, and included or excluded at each stage (Sousa et al., 2023; Campra et al., 2021). PRISMA recommends extracting relevant data from included studies and using appropriate tools or checklists to assess methodological quality or risk of bias (Wicaksono et al., 2022; Thai et al., 2023; Campra et al., 2021). It suggests how to synthesise the findings from the included studies, either through a narrative or quantitative meta-analysis, depending on the research question and study heterogeneity (Malhotra, 2024). PRISMA provides a 27-item checklist to ensure that all essential elements of a systematic review are reported transparently and comprehensively, allowing for critical appraisal and replication (Sousa et al., 2023; Campra et al., 2021; Wicaksono et al., 2021). By following the PRISMA guidelines, systematic literature reviews can improve methodological rigour, reduce bias, and improve the reliability and validity of their findings, ultimately contributing to evidence-based decision-making. The figure below depicts the PRISMA flowchart used in this study.

Figure 2 PRISMA Flowchart



In the stage one (identification), the researcher types 'Gojek' in the search box of the article journal finder and found 255 titles. Then, the filter applied with adding up some keywords such as 'Sharing Economy,' 'Economics,' and 'Society' as well applying year filter (2014-2024). The unique documents founded was 57 across 4 websites. The eligible documents are decided by 'open access' filter allowing the researcher gathered the whole documents to analysed. Lastly, researcher pick up 11 studies to be picked considering the ability of documents to answer the research questions.

Findings

After selecting the papers, the researcher synthesizes the summary as stated in the table below.

Table 2 Summary of Review Process

No	Title	First Author's Last Name	Year	Method	Result	Limitation & Challenges
1	Gojek In Conflict: Cultural Perspective	Esfandari	2015	In-depth interviews with 5 Gojek drivers	Bandung Gojek drivers feel less secure	Bandung Gojek drivers face

				in Bandung and Jakarta. Field observation of GoJek drivers' behaviors and interactions.	compared to Jakarta. Bandung drivers are protective of their territories and traditional practices.	restrictions in certain areas. Bandung drivers feel less secure and avoid open spaces.
2	The Impact of COVID-19 Pandemic on Indonesia's Economy and Alternative Prospects for Untact Society	Lee	2021	Analysis of economic and social consequences of COVID-19 Examination of policies and measures taken by the Indonesian government	Gojek contributes to digital economy growth in Indonesia. Gojek enhances non-cash transactions and online services in society.	Slow economic growth and delayed development projects Capital diverted from infrastructure to crisis response
3	Does Gojek as “Super App” Capable of Helping Its Small and Medium Enterprises (SMEs) Partner During Pandemic? A Case Study in Local Enterprenuer in Mataram, West Nusa Tenggara, Indonesia	Rachmayanti	2022	T-test paired for comparing SMEs before and after collaboration. Purposive sampling with 1215 SMEs in Mataram, Indonesia.	Positive relationship between SMEs and Gojek in digital transition. Real and positive transaction indicator relationship before and after collaboration.	Limited to SMEs in Mataram, West Nusa Tenggara, Indonesia Focus on impact of Gojek collaboration during pandemic
4	Ride Hailings Apps Enter in Competition with Ojek: Indonesia's Response to the Impact of Disruptive Innovation	Sirait	2021	The paper discusses the impact of ride-hailing apps on Ojek and conventional taxi services in Indonesia. It explores the social, policy, and business dimensions of this disruption.	Ojek drivers face economic hardship and unemployment due to ride-hailing apps. The government has taken an ambiguous stance towards Ojek.	Ojek face economic hardship and unemployment due to ride-hailing apps. Government regulation discriminates against motorcycles offering transport services
5	Regulation of protection and fulfillment of employee rights of go-jek drivers	Sudharma	2018	Normative legal research Conceptual Approach with legal doctrines,	Go-Jek drivers are treated as informal workers	Drivers treated as informal workers without

	under Indonesian employment regulation			analyzed qualitatively.	without protection. The company eliminates drivers' rights and charges them, exploiting them.	employment protection Imbalance of access and power eliminates drivers' rights as workers
6	The Evolution of “GOJEK” as an Indonesian Urban Mobile Ride Hailing Model Study Case: Public and Government Regulatory Responses on Urban Mobile Ride Hailing	Malawani	2020	Text mining of laws and regulations from 2010-2019 Qualitative data analysis using NVivo software	GoJek has become the most prominent ride-hailing service in Indonesia. GoJek has helped MSME and boosted the national economy.	This study just focusing the discussion to law & policy areas only.
7	Analysis The Effect of Technology Improvement Towards Human Lifestyle (Case Study: Online Ojek)	Sakti	2018	Qualitative interviews with Gojek drivers and users	Explores the socio-economic benefits of Gojek, highlighting increased income for drivers and convenience for users	Limited sample size, primarily urban areas
8	Go-Food Features and Social Implications in The Community When #Dirumahaja Programs Are Implemented	Prihantoro	2020	A quantitative approach with 244 respondents	Assesses the effectiveness of the Go-Food feature during the pandemic in facilitating food orders.	Limited to the pandemic era only.
9	Algorithmic Labour Process and Resistance against It in the Platform Economy in Indonesia: The Case of Ride-Hailing Apps GO-JEK and Grab	Panimbang	2021	A qualitative research of purposively selected transport drivers in cities with the highest concentration of transport workers	Driver communities and associations, with their flexible and informal structures, play a crucial role in organizing platform workers and fostering solidarity.	Most app-based drivers do not recognize their employment relationship as workers vis-à-vis employers

					These organizations are potential agents for future collective actions, aiming to improve working conditions despite significant legal and practical challenges.	
10	Platform Labor and In/Formality: Organization among Motorcycle Taxi Drivers in Bandung, Indonesia	Frey	2020	Qualitative-Ethnography	The research highlights three key points: the importance of improvisation in urban life, the formalization of ojek work by Go-Jek and drivers' adaptation of this formalization into their tactics, and HDBR (Himpunan Driver Bandung Raya)'s use of incrementalist strategies to handle labor relations with Go-Jek.	The researchers are non-Indonesian making the research interview is limited. The study is focusing on Bandung City only making it limited.
11	Analysis of Online Transportation in Community Life: A Systematic Literature Review	Sarjono	2022	Systematic Literature Review	The results of this study conclude that with online transportation, people's activities in traveling are greatly helped by online transportation, with easy	This paper has no primary data such as interview and or surveys.

					ordering and price offers that many people are helped in today's very congested transportation solutions	
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Economics

The Gojek application has had a significant economic and social impact in Indonesia. Economically, the application has helped to create jobs and promote economic growth. By 2020, Gojek had over 2 million registered driver-partners, 29.2 million monthly active users in Indonesia, 100 million transactions processed monthly, and 130 million Gojek App downloads (Er et al., 2022). This has not only created job opportunities but also increased economic activity in the country. Furthermore, the application has helped to improve the welfare of its employees, resulting in a higher quality of life for them (Angreani et al., 2021).

The study shows that Gojek has made a significant contribution to Indonesia's economic growth, with significant effects on the country's GDP and job creation. The platform has facilitated the participation of micro-entrepreneurs, increased market reach for small businesses, and provided drivers with flexible income opportunities. Gojek has significantly altered consumer behaviour by improving the convenience and accessibility of a wide range of services. Nonetheless, the challenges of ensuring regulatory compliance, dealing with competition, and ensuring the gig economy's long-term viability remain significant concerns.

Gojek has a significant impact on the Indonesian economy, particularly GDP and employment, by allowing SMEs to transition to digital practices, thereby assisting with economic survival during the pandemic (Ariani, 2023). The platform's presence has resulted in a 0.58% decrease in the Open Unemployment Rate (TPT) over the past year, demonstrating its role in labour market absorption (Rizqi et al., 2023).

Gojek has had a significant impact on the Indonesian economy, especially GDP and employment. Gojek, which connects self-employed individuals with consumers for a variety of services, has contributed to the country's rapid economic growth and increased employment opportunities. The platform's facilitation of service provision has resulted in an increase in economic activity and employment, which aligns with the overall goal of improving the country's economic performance. Platforms like Gojek have the potential to significantly boost economic growth and employment. According to studies, income growth across various institutions and economic activities in Indonesia has increased significantly in recent years, indicating positive economic dynamics (Nasyaa, 2024). Furthermore, the implementation of platforms such as Gojek has the potential to increase real GDP and welfare, as evidenced by the Comprehensive and Progressive Trans-Pacific Partnership Free Trade Agreement's impact on the Indonesian economy (Munandar et al., 2020). Furthermore, the financial intermediation sector plays an important role in Indonesia's production pyramid by boosting economic activity and increasing SME participation, both of which contribute significantly to Indonesia's GDP (Panggabean, 2017). The efficient connection between financial intermediation and various sectors, such as retail trade, agriculture, and food and beverage, can lead to improved economic performance and GDP growth. When assessing the impact of platforms such as Gojek on the Indonesian economy, it is critical to consider the larger economic landscape. Financial performance, corporate governance, and sectoral growth all have the potential to influence economic outcomes. For example, corporate characteristics and audit quality can influence financial distress in sectors such as mining, which contribute significantly to the Indonesian economy (Santosa et al., 2020). Understanding these interconnections is critical for policymakers and researchers looking to boost economic growth and stability.

According to research, Gojek plays an important role in supporting SMEs by assisting them in transitioning to digital practices that can boost economic development. Furthermore, Gojek's implementation of Standard Operating Procedures, driver attitudes, and consumer ratings has positively influenced the income of its two-wheeled driver partners, indicating a direct economic benefit (Ariani, 2023). Furthermore, Gojek's services, including GoFood, GoRide, GoSend, and Go Modal, have helped to create jobs, raise incomes, and improve Indonesians' quality of life (Ariesta et al., 2022). The Gojek application's quality assessment based on ISO 25010 standards yielded very positive results, indicating a high level of service quality that can increase customer satisfaction and contribute to economic growth (Rizqi et al., 2023). Overall, Gojek's presence has not only transformed the transport sector but also had a positive impact on Indonesia's GDP and employment landscape (Sirait et al., 2021).

Summary of economic impacts from the table 2 above will be shown below.

Table 3 Economic Impacts Mapping

No	Impacts	Description	Paper Mentioned this Issue
1	Employment Opportunities	Gojek has created numerous job opportunities for Indonesians. This is especially significant in urban areas where unemployment rates are higher. By offering flexible work hours, Gojek allows individuals to earn a living, which helps reduce the overall unemployment rate.	1, 5, 9, 11
2	Cost Savings for Users	Gojek provides an affordable and efficient mode of transportation compared to traditional methods. Users like Putra save both time and money by opting for Gojek instead of driving their cars or using other forms of public transport	1, 5, 8, 9, 10, 11
3	Boost to the Economy	The presence of Gojek stimulates local economies by increasing mobility and accessibility. It supports small businesses by providing delivery services, thus expanding their customer base and potentially increasing their revenue.	1, 3, 5, 9, 10, 11

Social

The introduction of Gojek into society has had significant social consequences, influencing consumer behaviour and societal perspectives. Gojek, as an online transportation platform, has ushered in a new lifestyle characterised by digital convenience and practicality (Abyyu et al., 2023). Users' certainty factors include time, convenience, cost, and security, indicating a shift towards reflective modernity in transportation choices (Rizqi et al., 2023). However, this shift is not without risks, as drivers encounter uncertainties such as fictitious orders and service discrepancies, resulting in a boomerang effect in which risks return to the main actors (Winahyu & Rasyid, 2021). Furthermore, the GoFood service features of Gojek have commodified content, audience, and labour, influencing societal adaptations to internet technology and the Indonesian economy (Asih et al., 2022). Socially, Gojek's implementation of Standard Operating Procedures, driver attitudes, and consumer ratings have a significant impact on the income of two-wheeled Gojek driver partners, increasing efficiency and customer satisfaction (Adi et al., 2021). These social consequences highlight Gojek's transformative influence on consumer behaviour and societal dynamics.

Gojek has helped to alleviate poverty and improve social welfare. The platform has been recognised for its positive impact on poverty alleviation, particularly in terms of creating opportunities for micro and small businesses (MSEs) and improving individual well-being (Ascarya, 2021). Furthermore, many users prefer the application, particularly in areas with limited public transport or during traffic jams, demonstrating its importance in improving population accessibility and convenience (Windasari et al., 2017). Furthermore, Gojek's presence influenced many aspects of Indonesian society. It has resulted in the development of platform labour and formalisation among motorcycle taxi drivers, indicating a change in the country's work organisation and structure (Frey, 2020). Furthermore, the application has been used for novel purposes such as making land and building tax payments easier, demonstrating its adaptability and impact on government services and public administration (Sailawati & Wulansari, 2021). Summary of social impacts from the table 2 will be shown below.

Table 4 Social Impacts Mapping

No	Impacts	Description	Paper Mentioned this Issue
1	Convenience and Accessibility	Gojek has significantly enhanced convenience for its users. It allows for easy booking via mobile applications, providing rapid pick-up services and transparent pricing, which are substantial improvements over traditional ojek services	1, 8, 9, 11
2	Reduction in Traffic Congestion	By offering a reliable alternative to personal car usage, Gojek helps to reduce traffic congestion in busy cities like Jakarta and Bandung. This contributes to a decrease in overall pollution and promotes a more sustainable urban environment.	1, 5
3	Safety and Security	Users have reported feeling more secure using Gojek due to its structured and regulated service compared to traditional options, where pricing and service quality were often uncertain	1, 5, 11
4	Supported Government	Gojek's services supported the government's efforts to implement social distancing and limit outdoor activities, helping to control the spread of COVID-19	8, 9, 10

Future Challenges

However, challenges exist in the asymmetrical relationship between Gojek and its driver-partners, as evidenced by driver resistance actions (Rachmayanti & Sidharta, 2022). It creates some future and current challenges for society. First, it concerns labour rights and working conditions. The gig economy model frequently results in precarious working conditions for drivers and delivery personnel, raising concerns about fair wages, benefits, and job security (De Ruyter & Rachmawati, 2020). Then, traffic and pollution are always an issue as a result of Gojek's negative effects. The growth of delivery and ride-hailing services has the potential to exacerbate traffic congestion and pollution in cities (Sunitiyoso et al., 2022). Third, Indonesia's small population is increasingly concerned about the digital divide. While Gojek promotes digital payments and services, there is still a digital divide in which not everyone has access to the technology required to use these services, potentially excluding certain groups (Meilinda et al., 2023). Finally, safety concerns are major social challenges that must be addressed by management. Ensuring the safety of drivers, delivery personnel, and customers is a significant challenge, with issues like accidents, crimes, and personal safety necessitating constant attention (Rachmawati et al., 2021).

Summary of challenges from the table 2 will be shown below.

Table 5 Challenges of Gojek Mapping

No	Impacts	Description	Paper Mentioned this Issue
1	Resistance from Traditional Ojek Drivers	Gojek faces significant resistance from traditional ojek drivers who view the platform as a threat to their livelihoods. This resistance is more pronounced in places like Bandung, where traditional practices are more deeply rooted	1, 9
2	Regulatory Issues	The legal framework for two-wheeled vehicles as public transportation is not fully clear. This lack of specific regulations creates challenges for Gojek drivers, who sometimes have to hide their identities to avoid conflicts with traditional ojek drivers and local authorities	1, 5, 9, 11
3	Customer Service Challenges	While Gojek offers many benefits, some customers have reported issues such as drivers canceling rides without explanation. Ensuring consistent and reliable service remains a challenge for the company	1, 8

Conclusions, Recommendations, and Contributions

Gojek has emerged as a crucial participant in Indonesia's digital economy, propelling economic expansion and revolutionising social customs. It has significantly impacted Indonesia's economy, created jobs, and promoted economic growth. With over 2 million registered driver-partners, 29.2 million active users, and 130 million Gojek App downloads by 2020, the platform has facilitated micro-entrepreneur participation, increased market reach for small businesses, and provided flexible income opportunities. It has also altered consumer behaviour by improving convenience and accessibility of services. Gojek's presence has resulted in a 0.58% decrease in the Open Unemployment Rate, demonstrating its role in labour market absorption. However, challenges such as regulatory compliance, competition, and long-term viability remain.

Gojek, an online transportation platform, has transformed consumer behaviour and societal perspectives. It has introduced digital convenience and practicality, influencing consumer behaviour and societal perspectives. Gojek has also helped alleviate poverty, improve social welfare, and improve accessibility and convenience. It has also influenced Indonesian society, formalizing platform labour and making land and tax payments easier. Gojek's asymmetrical relationship with drivers raises labour rights, working conditions, traffic, pollution, digital divide, and safety concerns. The gig economy model exacerbates congestion and pollution, while the digital divide affects Indonesia's small population. Management must address these issues.

Based on the explanation above there are some solutions offered to address current and future issues such as:

- The government should develop and implement clear regulations that recognize and integrate digital ride-hailing services into the existing transportation framework. This would legitimize the operation of services like Gojek and provide a structured environment for competition

- Gojek, in collaboration with local governments, could offer training programs for traditional ojek drivers. These programs would help them adapt to new technologies and potentially join the Gojek platform, thus mitigating resistance and fostering a more inclusive environment.
- Launching campaigns to educate the public and stakeholders about the benefits of ride-hailing services can help reduce resistance. Highlighting the economic benefits and safety improvements can shift public perception positively.
- Gojek should focus on improving its customer service by addressing issues promptly and ensuring a consistent and reliable experience for users. This could include better driver training, improved app functionality, and responsive customer support
- Enhancing and expanding Gojek's multi-service platform to cater to a wider range of essential needs during crises or emergencies.
- Improving the user experience and ease of use of Gojek's features to encourage broader adoption and accessibility.
- Collaborating with local businesses and authorities to streamline logistics and ensure efficient and safe delivery services during challenging times

Theoretical contributions encompass a more profound comprehension of digital platform economies in developing markets and their socio-economic ramifications. Essentially, this study provides valuable information for policymakers on how to promote innovation while dealing with regulatory obstacles, and for businesses on how to utilise digital platforms to achieve inclusive growth. This research highlights the significance of ongoing assessment of digital platforms such as Gojek, guaranteeing their positive contribution to economic progress and social welfare. Future research should prioritise examining the long-term effects and conducting comparative analyses with other digital platforms in similar economic contexts.

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