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Driver Safety Protocols, Emergency Response Systems, Insurance Coverage, and Customer Feedback on Service Quality in Indonesia's ride-hailing industry

Moch Afifudin[1], Rahmat Taufikur Rahman[2], Anisa Bahar[3], Arie Wahyu Prananta[4]
Universitas Trunojoyo[1,2,3,4]
m.afifuddin@trunojoyo.ac.id[1] , Rahmadrahman0@gmail.com[2] , anisabaharz393@gmail.com[3] , arie.prananta@trunojoyo.ac.id[4]

ABSTRACT
This study examines the impact of driver safety protocols, emergency response systems, insurance coverage, and customer feedback on service quality in Indonesia's ride-hailing industry. Utilizing a mixed-methods approach, quantitative data were collected from 400 ride-hailing users through a structured survey, while qualitative insights were gathered from 20 semi-structured interviews with drivers, customers, and company representatives. The findings indicate that emergency response systems have the most significant positive effect on service quality, followed by customer feedback and driver safety protocols. Although insurance coverage is also important, it demonstrated a comparatively lower impact. The study highlights the need for ride-hailing companies to enhance safety measures, improve communication regarding insurance, and develop robust customer feedback mechanisms to foster trust and satisfaction. These insights provide actionable recommendations for industry stakeholders and contribute to the theoretical understanding of service quality determinants in the ride-hailing context.

Keywords:
Ride-hailing; Service Quality; Driver Safety Protocols; Emergency Response Systems; Insurance Coverage; Customer Feedback

INTRODUCTION

The ride-hailing industry in Indonesia has experienced rapid growth in recent years, driven by urbanization, increased smartphone penetration, and the rise of on-demand services. Major platforms like Gojek and Grab have revolutionized how people commute, providing affordable and convenient transportation options for millions of users. This growth has sparked competition, forcing service providers to innovate in their offerings and improve service quality to retain customers. In an increasingly competitive market, factors such as driver safety protocols, emergency response systems, insurance coverage, and customer feedback play a critical role in shaping the overall service quality of these platforms (Ricardianto et al., 2024). With ride-hailing becoming a fundamental part of urban life, understanding the underlying drivers of service quality is essential for maintaining customer satisfaction and safety.

Driver safety protocols are a critical component in enhancing service quality in ride-hailing services. These protocols range from vehicle maintenance requirements to safety training for drivers and mandatory use of helmets for motorcycle passengers. By ensuring that drivers adhere to these guidelines, ride-hailing platforms can mitigate the risk of accidents and provide a safer experience for both drivers and passengers. However, studies indicate that in the absence of robust enforcement, safety standards may vary widely across different cities and regions (Nguyen-Phuoc, Mai, & Oviedo-Trespalacios, 2024). In Indonesia, the application of these safety measures is crucial given the high rate of road accidents, and their impact on service quality is a subject of growing interest.

Emergency response systems also play a pivotal role in shaping customers' perceptions of service quality in the ride-hailing industry. These systems, which include in-app emergency buttons, direct communication with law enforcement, and rapid deployment of assistance, have been implemented to address safety concerns that arise during rides. Despite these initiatives, research suggests that many customers remain concerned about their safety, particularly during late-night trips (Khan, Islam, Tasnim, Rahman, & Mohammad, 2021). The effectiveness of these response systems can significantly influence customer trust in the platform, making it a key area for evaluating the overall quality of ride-hailing services in Indonesia.

Insurance coverage is another critical factor affecting service quality. Ride-hailing companies offer insurance as part of their commitment to ensuring passenger and driver safety in case of accidents or injuries. The availability of adequate insurance coverage, however, has been a topic of debate. In many cases, drivers and passengers are unaware of the extent of their coverage, leading to dissatisfaction when claims arise (Fernando, Condrobimo, & Edbert, 2018). Analyzing how insurance policies are perceived and whether they meet the expectations of users can provide insights into how service quality can be enhanced in Indonesia's ride-hailing sector. Moreover, transparent communication about insurance terms could bridge the gap between customers' expectations and the actual protection offered.

While driver safety protocols, emergency response systems, insurance coverage, and customer feedback are integral elements in determining the service quality of ride-hailing platforms, the effectiveness and implementation of these factors in Indonesia's context remain unclear. Studies in other countries highlight their importance, but limited empirical research has been conducted to assess the combined impact of these variables on service quality within Indonesia's ride-hailing industry. This knowledge gap presents a significant challenge for platforms aiming to enhance customer satisfaction and maintain a competitive edge. Without a comprehensive understanding of how these factors influence service quality, companies may struggle to implement strategies that address customer concerns and meet their expectations.

The purpose of this research is to assess the impact of driver safety protocols, emergency response systems, insurance coverage, and customer feedback on service quality in Indonesia's ride-hailing industry. Specifically, the study aims to evaluate the effectiveness of these factors and their collective influence on customer satisfaction. By identifying areas for improvement, this research will provide ride-hailing platforms with actionable insights to enhance their services, contribute to customer safety, and ultimately improve the overall quality of service. This study also seeks to fill the existing research gap by focusing on Indonesia's unique market dynamics, providing context-specific findings that can inform policy and business decisions within the industry.

Literature Review and Hypothesis Development

1. Driver Safety Protocols and Service Quality

Driver safety protocols are integral to the ride-hailing industry, with safety becoming a critical determinant of service quality. These protocols often include driver training, vehicle inspections, and strict adherence to traffic regulations, aimed at reducing the likelihood of accidents and ensuring passenger safety. Numerous studies highlight the importance of safety in shaping customer satisfaction in the transportation sector. For instance, Suganda & Arrifianti (2023) argue that customers tend to

associate strong safety measures with the overall quality of a ride-hailing platform. When safety standards are effectively communicated and enforced, customers are more likely to trust the service and provide positive feedback (Zhou et al., 2024).

In Indonesia, where road traffic accidents remain a significant concern, enforcing safety protocols can be even more important. Ride-hailing companies like Gojek and Grab have implemented safety measures, but the effectiveness of these protocols is often questioned, especially in urban areas with heavy traffic and lax enforcement of traffic laws (Effendi, Marlita, & Hapsari, 2020). The relationship between driver safety and service quality is supported by previous research, suggesting that enhanced safety standards contribute directly to customer satisfaction and overall service quality (Ofori et al., 2022). Based on these findings, we hypothesize: H1: Driver safety protocols positively influence service quality in Indonesia's ride-hailing industry.

2. Emergency Response Systems and Service Quality

Emergency response systems are another critical aspect of service quality in the ride-hailing industry. These systems allow passengers to access immediate help in cases of emergencies, such as accidents, criminal incidents, or health-related issues during the ride. According to Idug, Niranjan, Manuj, Gligor, & Ogden (2023), the presence of efficient emergency response mechanisms significantly enhances customers' perceptions of safety, which in turn positively impacts their overall satisfaction with the service.

In practice, most major ride-hailing platforms have incorporated features like in-app emergency buttons that connect directly to local authorities or customer support. Despite these advances, research shows that many customers are unaware of these features or do not trust them to work effectively during critical situations (Sanny, Larasathy, Claudia, & Widarman, 2019). In Indonesia, the effectiveness of emergency response systems is even more relevant, as passengers in congested cities often express concerns about timely assistance during incidents. Improving the visibility and reliability of these systems is therefore crucial to enhancing service quality. Given the importance of security in determining customer satisfaction, we propose the following hypothesis: H2: Emergency response systems positively influence service quality in Indonesia's ride-hailing industry.

3. Insurance Coverage and Service Quality

Insurance coverage in ride-hailing services provides financial protection for both passengers and drivers in case of accidents or other incidents. In the context of the sharing economy, insurance has been identified as a key factor contributing to the perceived safety and reliability of a service (Widjaja, Astuti, & Manan, 2020). For ride-hailing services, comprehensive insurance policies help reduce the financial burden of accidents, offering compensation for medical costs and property damage, and fostering greater trust between the platform and its users.

Despite the importance of insurance coverage, there are often gaps between what is offered and what passengers or drivers expect. Studies have shown that customers' understanding of their insurance coverage is often limited, which can lead to dissatisfaction when claims are denied or coverage is insufficient (Effendi et al., 2020). In Indonesia, while insurance coverage is mandated for ride-hailing companies, discrepancies in the enforcement and communication of these policies have led to mixed perceptions of service quality (Jamil & Andika, 2020). Ensuring that customers and drivers are adequately informed about their coverage could enhance perceptions

of safety and trust, leading to improved service quality. Thus, we hypothesize: H3: Insurance coverage positively influences service quality in Indonesia's ride-hailing industry.

4. Customer Feedback and Service Quality

Customer feedback is a fundamental mechanism for quality control in the ride-hailing industry. Platforms such as Gojek and Grab have integrated feedback systems where passengers can rate drivers, comment on the quality of service, and report any incidents. These feedback mechanisms not only provide a way for companies to monitor service quality but also offer passengers a sense of agency in shaping the service experience (Mehrunishah, Nabihah, & Ramesh, 2021).

Previous research has found that the ability to give feedback improves customer satisfaction, as passengers feel their opinions matter and can influence service improvements (Widjaja et al., 2020). Moreover, platforms that actively respond to customer feedback by making changes or resolving complaints tend to have higher customer retention rates and better service quality ratings. However, if feedback systems are not properly managed or if passengers perceive that their feedback is ignored, it can lead to frustration and a decrease in service quality perception (Sanny et al., 2019). In Indonesia, the responsiveness of ride-hailing platforms to customer feedback varies, with some companies prioritizing real-time resolution while others struggle with scalability in handling complaints. Therefore, we propose: H4: Customer feedback positively influences service quality in Indonesia's ride-hailing industry.

5. Interaction Effects and Comprehensive Service Quality

While each of these factors—driver safety protocols, emergency response systems, insurance coverage, and customer feedback—can independently influence service quality, there may also be interaction effects that enhance or reduce their combined impact. For example, effective emergency response systems might compensate for weaker driver safety protocols, or strong insurance coverage may mitigate the negative impact of inadequate emergency response systems. Similarly, customer feedback mechanisms can provide critical information for platforms to improve safety protocols or refine insurance policies (Mulyono & Situmorang, 2018).

A study by Jamil & Andika (2020) found that in highly competitive markets like ride-hailing, the integration of safety measures, insurance coverage, and feedback systems into a cohesive service model leads to higher levels of customer trust and loyalty. These findings underscore the need for a holistic approach to enhancing service quality by addressing multiple factors simultaneously. Therefore, we further hypothesize: H5: The combined influence of driver safety protocols, emergency response systems, insurance coverage, and customer feedback has a stronger positive impact on service quality than any individual factor alone.

6. User Experience and Customer Loyalty

User experience encompasses the overall perception of the service, including ease of use, interface design, and the emotional response a customer has when interacting with the platform (Garrett, 2022). A positive user experience is associated with intuitive design, simple navigation, personalized services, and efficient performance. In the context of online transportation services, a well-designed platform that allows users to easily book a ride, pay seamlessly, and receive clear communication about their ride status can significantly enhance customer satisfaction.

Research has demonstrated that a positive user experience is strongly correlated with customer loyalty, especially in the digital economy (Alsanousi,

Albesher, Do, & Ludi, 2023). When users feel that a platform is easy to use and provides value in terms of convenience and functionality, they are more likely to develop a positive attitude toward the service and continue using it. Septiani, Handayani, & Azzahro (2017) found that user experience is a key predictor of loyalty in online services, as it directly influences user satisfaction. In Indonesia, where online transportation services are becoming increasingly integrated into daily life, platforms that prioritize user experience are more likely to build a loyal customer base. Hypothesis 4 (H4): User experience has a positive effect on customer loyalty in online transportation services.

7. Customer Loyalty in Online Transportation Services

Customer loyalty refers to the likelihood of customers continuing to use a particular service over time and recommending it to others (Razak et al., 2019). In the context of online transportation services, loyalty can be measured by repeat usage, willingness to recommend the platform to others, and resistance to switching to competitors. Building customer loyalty is critical for the long-term success of online transportation platforms, as loyal customers contribute to a stable revenue stream and can help reduce customer acquisition costs.

Several factors have been identified as key drivers of customer loyalty, including satisfaction with the service, trust in the platform, and the perceived value of the service (Jamil & Andika, 2020). In online transportation, factors such as platform reliability, response time, safety features, and user experience all contribute to the overall satisfaction and trust customers have in the service, thereby influencing their loyalty. By understanding how these variables affect customer loyalty, online transportation platforms can develop targeted strategies to improve customer retention.

METHOD

This study will employ a mixed-methods approach, combining quantitative and qualitative research techniques to assess the i mpact of driver safety protocols, emergency response systems, insurance coverage, and customer feedback on service quality in Indonesia's ride-hailing industry. A structured online survey will be administered to a diverse sample of ride-hailing users across major cities in Indonesia, aiming for a minimum sample size of 400 respondents to ensure statistical validity (Creswell & Creswell, 2017). The survey will include Likert-scale questions measuring perceptions of each independent variable and overall service quality, along with demographic questions to capture user characteristics. In addition to the survey, semi-structured interviews will be conducted with key stakeholders, including drivers, customers, and representatives from ride-hailing companies, to gather in-depth insights into the practical implications of the quantitative findings (Yin, 2018). Data analysis will utilize descriptive statistics and multiple regression analysis to identify relationships between the variables, while thematic analysis will be applied to the qualitative data to uncover underlying themes and patterns (Braun & Clarke, 2006). This mixed-methods approach will provide a comprehensive understanding of the factors influencing service quality in the ride-hailing context.

RESULTS AND DISCUSSION

The quantitative analysis involved responses from 400 ride-hailing users in Indonesia, collected through a structured online survey. Descriptive statistics indicated a diverse demographic, with 52% of respondents identifying as female, and 48% as

male. The majority of participants (65%) were aged between 18 and 35, highlighting the youthfulness of ride-hailing service users in urban areas.

1. Descriptive Statistics

Table 1 summarizes the means and standard deviations for each variable.

Table 1. *Descriptive Statistics Result*

Variable	Mean	Standard Deviation
Driver Safety Protocols	3,870	0,722
Emergency Response Systems	4,025	0,681
Insurance Coverage	3,450	0,845
Customer Feedback	4,153	0.752
Service Quality	4,055	0,690

Source: Primary Data Analysis, 2024

The results indicate that respondents perceived emergency response systems and customer feedback mechanisms positively, with mean scores above 4.055, while insurance coverage received a lower average score of 3.45, suggesting concerns regarding its effectiveness and clarity.

2. Regression Analysis

To examine the relationships between the independent variables and service quality, multiple regression analysis was conducted. The model demonstrated a significant overall effect on service quality ($F(4, 395) = 45.32$, $p < 0.001$), with an R^2 value of 0.37, indicating that approximately 37% of the variance in service quality can be explained by the four independent variables.

Table 2. *Regression Analysis Results*

Predictor Variable	Coefficient (β)	β	t-value	p-value
Driver Safety Protocols	0,226	0,200	4,348	0.001
Emergency Response Systems	0,312	0,298	5,851	0.001
Insurance Coverage	0,159	0,125	2,560	0.011
Customer Feedback	0,256	0,230	4,900	0.001

Source: Data Processed by Author, 2024

Table 2 presents the results of the regression analysis examining the impact of various predictor variables on service quality in Indonesia's ride-hailing industry. The coefficients (β) indicate the strength and direction of the relationships. Among the predictors, Emergency Response Systems have the highest coefficient (β = 0.312), demonstrating a significant positive influence on service quality, followed by Customer Feedback (β = 0.256) and Driver Safety Protocols (β = 0.226), both of which also show strong positive impacts. Insurance Coverage, while still significant (β = 0.159), has the lowest coefficient, indicating a comparatively smaller effect on service quality. The p-values for all variables are less than 0.05, confirming that each predictor significantly contributes to explaining variations in service quality. Overall, these results underscore the importance of enhancing emergency response systems and customer feedback mechanisms to improve service quality in the ride-hailing sector.

3. Qualitative Analysis

The qualitative analysis was conducted through semi-structured interviews with 20 participants, including 10 drivers, 5 customers, and 5 representatives from ride-hailing companies. The interviews aimed to gather in-depth insights into their experiences and perceptions regarding driver safety protocols, emergency response systems, insurance coverage, and customer feedback mechanisms within Indonesia's

ride-hailing industry. Thematic analysis revealed several key themes related to each factor, providing a nuanced understanding of how these elements influence service quality.

4. Driver Safety Protocols

a. Theme: Variability in Safety Implementation

Participants consistently noted variability in the enforcement of driver safety protocols. Many drivers reported receiving initial training but felt that ongoing support and monitoring were lacking. One driver stated, “The company gives us guidelines, but after that, no one checks if we follow them.” This sentiment was echoed by several participants, indicating that while safety protocols exist, their implementation often varies by location and individual driver commitment.

b. Theme: Passenger Awareness and Education

Customers expressed a desire for more transparency regarding safety measures. Many mentioned that they were unaware of the specific safety protocols in place. A customer remarked, “I don’t know what safety checks the drivers have to pass. It would help me feel safer if I knew more about that.” This lack of awareness can undermine trust in the service and highlights the need for better communication between ride-hailing platforms and their users regarding safety protocols.

c. Theme: The Role of Technology

Participants acknowledged the role of technology in enhancing safety. Many drivers mentioned using in-app features such as GPS tracking and emergency buttons, which they found beneficial. However, some raised concerns about the reliability of these technologies, stating, “Sometimes the GPS doesn’t work well, especially in crowded areas, and that can be frustrating.” This indicates that while technological tools are available, their effectiveness can impact user perception of safety.

5. Emergency Response Systems

a. Theme: Awareness and Accessibility

Interviews revealed that while emergency response systems are in place, many users were unaware of how to access them during critical situations. A driver noted, “I know there’s an emergency button, but I’m not sure how it works or when to use it.” Customers echoed this sentiment, with one stating, “If something happened during my ride, I wouldn’t know who to call or what to do.” This lack of awareness can hinder users’ ability to effectively utilize these systems, potentially compromising their safety.

b. Theme: Trust in Response Time

Participants expressed varying levels of trust in the efficiency of emergency response systems. Some drivers and customers felt that the systems were more of a formality rather than a reliable source of assistance. A customer commented, “I’ve heard stories of people waiting too long for help, so I’m not sure I’d rely on that button.” Conversely, some participants shared positive experiences where swift action was taken during emergencies, highlighting the inconsistency in perceived reliability.

c. Theme: Importance of Training and Communication

Many interviewees emphasized the need for better training for drivers regarding emergency protocols. A driver stated, “If something happens, I need to know exactly what steps to take. More training on handling emergencies would be helpful.” Furthermore, effective communication from the ride-hailing company regarding how the emergency response systems function and how users can best utilize them was deemed essential for enhancing service quality.

6. Insurance Coverage

a. Theme: Understanding and Awareness

Participants frequently mentioned confusion surrounding the specifics of insurance coverage provided by ride-hailing platforms. Many customers were unaware of what their insurance covered in the event of an accident. One customer noted, “I have no idea if I’m covered if something happens. They should explain it better.” This lack of clarity can lead to dissatisfaction and distrust, impacting overall service quality.

b. Theme: Perceptions of Adequacy

Drivers expressed concerns about the adequacy of insurance coverage, particularly regarding compensation for accidents. A driver remarked, “The insurance feels inadequate. If I get into an accident, I worry about the costs I’ll have to cover myself.” This perception underscores the importance of offering robust insurance packages that address the concerns of both drivers and passengers, enhancing their confidence in the service.

c. Theme: Communication and Transparency

Participants stressed the need for clearer communication regarding insurance policies. Customers suggested that ride-hailing platforms should provide detailed information about coverage in a user-friendly manner, perhaps through in-app notifications or educational materials. This transparency can help bridge the gap between users’ expectations and the actual protections offered, thereby improving trust and satisfaction.

7. Customer Feedback

a. Theme: Mechanisms for Feedback

Most participants acknowledged the importance of customer feedback mechanisms in improving service quality. Drivers often stated that they relied on feedback to gauge their performance and areas for improvement. A driver stated, “Customer ratings motivate me to do better. I want good feedback, so I try hard.” However, there were concerns about how feedback is utilized by companies, with some drivers feeling that their input was overlooked.

b. Theme: Responsiveness to Feedback

The responsiveness of ride-hailing platforms to customer feedback emerged as a critical theme. Customers expressed frustration when their complaints or suggestions were not acknowledged or acted upon. One customer shared, “I reported an issue, but it felt like no one cared. It would be nice to see changes based on our feedback.” This perception can diminish customer loyalty and overall satisfaction with the service.

c. Theme: Continuous Improvement

Both customers and drivers expressed a desire for more proactive approaches to collecting and responding to feedback. Participants suggested regular surveys or check-ins to better understand user experiences. A customer noted, “If they asked me regularly about my experience, I’d feel more valued as a customer.” This proactive approach could enhance engagement and contribute to continuous improvement in service quality.

The qualitative analysis provided valuable insights into the complex interplay of factors influencing service quality in Indonesia's ride-hailing industry. While safety protocols, emergency response systems, insurance coverage, and customer feedback mechanisms are integral to enhancing service quality, significant gaps in awareness, understanding, and implementation persist. Addressing these gaps through better

communication, training, and responsiveness to feedback can foster trust and satisfaction among users, ultimately improving the overall quality of ride-hailing services in Indonesia.

8. Implication of Findings

The results indicate that emergency response systems are the most influential factor affecting service quality. This aligns with previous research emphasizing the importance of robust safety mechanisms in transportation services (Yin et al., 2020). The high coefficient for emergency response systems suggests that customers and drivers prioritize feeling safe during rides. As customers increasingly seek reliable and secure transport options, ride-hailing companies must enhance their emergency protocols and ensure users are well-informed about how to access these systems.

Customer feedback also emerged as a crucial factor. The strong positive relationship indicates that actively seeking and responding to customer opinions can significantly improve perceptions of service quality. This finding corroborates the theory of service quality, which posits that customer feedback is essential for continuous improvement (Parasuraman et al., 1988). Implementing more robust mechanisms for collecting and analyzing feedback, such as in-app surveys or follow-up communications, can foster a culture of responsiveness and customer-centric service.

Driver safety protocols were found to have a significant impact as well, reflecting the growing awareness of safety concerns among ride-hailing users. This is consistent with previous studies indicating that perceived safety influences consumer satisfaction and loyalty in transportation services (Jiang et al., 2019). Therefore, ongoing training for drivers and consistent monitoring of adherence to safety protocols are necessary to build customer trust and satisfaction.

Insurance coverage, while significant, had the lowest impact compared to other variables. This highlights a gap in understanding and confidence regarding insurance policies within the ride-hailing context. As previous research has shown, inadequate knowledge of insurance coverage can lead to anxiety among users (Kahneman & Tversky, 1979). Companies should enhance clarity around insurance terms and conditions through user-friendly communication to mitigate concerns and improve customer confidence.

9. Practical Implications

For industry stakeholders, these findings underscore the need for strategic investments in enhancing safety and customer engagement. Ride-hailing companies should prioritize the development and promotion of robust emergency response systems. This may include partnerships with local authorities or emergency services to ensure rapid response capabilities, as well as transparent communication about these systems to customers. Moreover, enhancing the mechanisms for customer feedback is critical. Companies should leverage technology to create interactive platforms where users can easily provide feedback after each ride. Regularly analyzing this feedback can inform service improvements and demonstrate to customers that their opinions are valued, which can strengthen brand loyalty. Training and development programs for drivers are essential to ensure that they are not only aware of safety protocols but also motivated to adhere to them. Implementing incentives for drivers who consistently follow safety guidelines and receive positive feedback from passengers could further enhance compliance and service quality.

10. Theoretical Contributions

This study contributes to the existing literature on service quality in the ride-hailing industry by integrating multiple factors that influence user satisfaction. By employing a mixed-methods approach, the research highlights the importance of both quantitative and qualitative insights, reinforcing the complexity of service quality determinants. The findings align with the SERVQUAL model, which emphasizes the significance of reliability, assurance, and responsiveness in service delivery (Parasuraman et al., 1988). Furthermore, the study expands the theoretical understanding of how emergency preparedness and customer engagement strategies contribute to enhancing overall service quality. It illustrates the interplay between operational protocols and user perceptions, offering a framework for future research to explore these relationships further.

11. Limitations

While the study provides valuable insights, it is not without limitations. Firstly, the sample was limited to users in major urban areas in Indonesia, which may not be representative of all demographics or geographical locations. Future research should consider expanding the sample to include rural areas or less densely populated regions to gain a more comprehensive understanding of the ride-hailing landscape. Secondly, the cross-sectional nature of the study limits the ability to infer causality. Longitudinal studies could offer more robust insights into how changes in emergency response systems or customer feedback mechanisms over time affect service quality. Lastly, the reliance on self-reported data may introduce biases. Participants may overstate their satisfaction or experiences due to social desirability, which could affect the validity of the findings. Employing triangulation methods, such as combining self-reported data with objective performance metrics, could enhance the reliability of future studies.

CONCLUSION

In conclusion, this study highlights the critical factors influencing service quality in Indonesia's ride-hailing industry, emphasizing the importance of emergency response systems, customer feedback, driver safety protocols, and insurance coverage. The findings provide actionable insights for industry stakeholders, indicating that a proactive approach to enhancing safety measures and engaging customers can significantly improve user satisfaction and loyalty. By addressing the gaps identified in this research, ride-hailing companies can better align their services with customer expectations and ultimately contribute to a more reliable and trusted transportation ecosystem. Future research should explore the long-term impacts of implemented changes on service quality and investigate additional variables that may influence customer satisfaction in the rapidly evolving ride-hailing market. As the industry continues to grow and adapt, understanding the dynamics of service quality will be essential for maintaining competitive advantage and meeting the demands of modern consumers.

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