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%.
Location and Time Period of Study

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

*Excluding GO-LIFE

Research time period:
November 2018 – January 2019
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
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 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.

- **IDR 4.9 million**
  - Average income of GO-RIDE driver partners in Greater Jakarta.

- **IDR 3.9 million**
  - Average minimum wage in Greater Jakarta.

- **IDR 3.8 million**
  - Average income of GO-RIDE driver partners outside Greater Jakarta.

- **IDR 2.8 million**
  - Average minimum wage outside Greater Jakarta.*

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*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

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can work while doing other side jobs</td>
<td>77%</td>
</tr>
<tr>
<td>Able to save</td>
<td>40%</td>
</tr>
<tr>
<td>More time with family</td>
<td>38%</td>
</tr>
<tr>
<td>More able to provide for family</td>
<td>35%</td>
</tr>
<tr>
<td>More able to set own working hours</td>
<td>32%</td>
</tr>
<tr>
<td>Better understanding of how to use a mobile phone and mobile applications</td>
<td>31%</td>
</tr>
<tr>
<td>All of the above</td>
<td>9%</td>
</tr>
</tbody>
</table>

Optimism towards how well GOJEK can fulfil partners’ expectations

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Impossible</th>
<th>Uncertain</th>
<th>Slightly certain</th>
<th>Certain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can help me provide for my family adequately</td>
<td>12%</td>
<td>32%</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Can help me send my kids to school</td>
<td>7%</td>
<td>32%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Can help me have enough savings</td>
<td>22%</td>
<td>43%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Can help me repay my debts</td>
<td>21%</td>
<td>38%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Can improve my overall quality of life</td>
<td>5%</td>
<td>18%</td>
<td>40%</td>
<td>37%</td>
</tr>
</tbody>
</table>

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

- 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.

Perception of partnership with GOJEK’s Management

- Opportunity to have dialogue with GOJEK management:
  - Very unfair: 4%
  - Unfair: 13%
  - Slightly fair: 46%
  - Fair: 32%
  - Very fair: 5%

- Opportunity to negotiate with GOJEK management:
  - Very unfair: 3%
  - Unfair: 14%
  - Slightly fair: 45%
  - Fair: 33%
  - Very fair: 5%

- General business partnership with GOJEK:
  - Very unfair: 12%
  - Unfair: 12%
  - Slightly fair: 42%
  - Fair: 41%
  - Very fair: 4%
Impact on
GO-CAR driver partners
GO-CAR expanded income opportunities for partners of all backgrounds

- 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

- 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 income of GO-CAR driver partners outside Greater Jakarta**: IDR 5.5 million

- **Average minimum wage in Greater Jakarta**: IDR 3.9 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

- More able to set own working hours: 73%
- Able to save: 50%
- More time with family: 41%
- More able to provide for family: 41%
- Better understanding of how to use a mobile phone and mobile applications: 32%
- Can work while doing other side jobs: 32%
- All of the above: 5%

Optimism about how well GOJEK can fulfil partners’ expectations

- Can help me provide for my family adequately: 11% (Impossible) - 31% (Uncertain) - 55% (Slightly certain) - 55% (Certain)
- Can help me send my kids to school: 10% (Impossible) - 30% (Uncertain) - 57% (Slightly certain) - 57% (Certain)
- Can help me have enough savings: 10% (Impossible) - 33% (Uncertain) - 55% (Slightly certain) - 55% (Certain)
- Can help me repay my debts: 12% (Impossible) - 37% (Uncertain) - 46% (Slightly certain) - 46% (Certain)
- Can help me own a car: 5% (Impossible) - 18% (Uncertain) - 73% (Slightly certain) - 73% (Certain)
- Can improve my overall quality of life: 5% (Impossible) - 22% (Uncertain) - 70% (Slightly certain) - 70% (Certain)

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

- **Unfair**
- **Slightly fair**
- **Very fair**

<table>
<thead>
<tr>
<th>Perception</th>
<th>Unfair</th>
<th>Slightly fair</th>
<th>Very fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to have dialogue with GOJEK management</td>
<td>19%</td>
<td>53%</td>
<td>27%</td>
</tr>
<tr>
<td>Opportunity to negotiate with GOJEK management</td>
<td>17%</td>
<td>53%</td>
<td>29%</td>
</tr>
<tr>
<td>General business partnership with GOJEK</td>
<td>15%</td>
<td>52%</td>
<td>33%</td>
</tr>
</tbody>
</table>

- **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

- 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.

- >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

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

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

Average monthly expenditure of GO-LIFE partners in 6 Surveyed Areas
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 minimum wage in Greater Jakarta: IDR 3.9 million

Average income of GO-LIFE partners outside Greater Jakarta: IDR 4.3 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

- 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

### Optimism Level

<table>
<thead>
<tr>
<th>Ability</th>
<th>Impossible</th>
<th>Uncertain</th>
<th>Slightly Certain</th>
<th>Certain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can help me provide for my family adequately</td>
<td>4%</td>
<td>19%</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Can help me send my kids to school</td>
<td>4%</td>
<td>18%</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>Can help me have enough savings</td>
<td>13%</td>
<td>32%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Can help me repay my debts</td>
<td>10%</td>
<td>27%</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Can improve my overall quality of life</td>
<td>10%</td>
<td>30%</td>
<td>58%</td>
<td></td>
</tr>
</tbody>
</table>

- **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)

- 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

**Classification of respondents’ revenue (based on Indonesia Law 20/2008 on MSMEs)**
- < 300 million (micro)
- 300 million – 2.5 billion (small)
- 2.5 billion – 50 billion (medium)
- Confidential

**When MSME partners first used electronic payments**
- Before becoming a GOJEK partner
- After becoming a GOJEK partner
- Did not answer

**How was the business run before becoming a GO-FOOD partner?**
- Semi permanent store: 18%
- Both physical store and online store: 19%
- Only online store: 3%
- Only a physical store: 59%
GO-Food increased revenues for MSME partners

- 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.

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

<table>
<thead>
<tr>
<th>Spending Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinvested in the business</td>
<td>59%</td>
</tr>
<tr>
<td>Purchased equipment for the business</td>
<td>14%</td>
</tr>
<tr>
<td>Increased employees’ salaries</td>
<td>9%</td>
</tr>
<tr>
<td>Hired more employees</td>
<td>6%</td>
</tr>
<tr>
<td>Increased insurance for employees</td>
<td>5%</td>
</tr>
<tr>
<td>Gave back to community</td>
<td>2%</td>
</tr>
<tr>
<td>Increased company’s transport</td>
<td>2%</td>
</tr>
<tr>
<td>Training for employees</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
GO-FOOD helped its MSME partners increase their transaction volume and customer base

- 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:

- 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.

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

- 27% felt slightly weak / slightly disadvantageous.
- 25% felt equal.
- 46% felt slightly strong / slightly advantageous.
- 2% felt strong / advantageous.
- 10% did not answer.

Joined GO-FOOD because they wanted to adopt technological advancements:
- Yes: 78%
- No: 22%

Joined GO-FOOD because they wanted to increase marketing:
- Yes: 90%
- No: 10%
Thank you