



The Effect of Excellent Service Training (Communication, First Aid, and Services for People with Disabilities) on Improving the Human Resources of Gojek Partners in Makassar City

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Abstract	
<p>Keywords: <i>Service Training, Communication, First Aid, Disability Services.</i></p> <p>Conflict of Interest Statement: The authors declare that there are no conflicts of interest related to this study. The research was conducted independently and without any commercial, financial, or personal relationships with Gojek that could have influenced the results or interpretations.</p> <p>Copyright © 2023 POVREMA. All rights reserved.</p>	<p>Purpose: This study aims to examine the impact of excellent service training, including communication, first aid, and services for people with disabilities, on the improvement of human resources among Gojek partners in Makassar City.</p> <p>Research Design and Methodology: A quantitative approach was employed, using a questionnaire distributed to 100 training participants. The collected data were analyzed using SPSS version 25 to determine the individual and combined effects of the training components.</p> <p>Findings and Discussion: The results indicate that communication training and training on services for people with disabilities have a positive and significant effect on human resource improvement, while first aid training does not show a significant effect. Overall, the combined excellent service training program significantly enhances the competence and performance of Gojek partners in Makassar City.</p> <p>Implications: These findings suggest that well-structured service training, particularly in communication and disability services, can effectively improve the skills and performance of ride-hailing partners, providing insights for training program design and human resource development strategies in the service sector.</p>

Introduction

The rapid development of digital technology has transformed how people meet their transportation needs, particularly through online services such as Gojek. As a leading technology company in Southeast Asia, Gojek plays a pivotal role in facilitating public mobility, with driver partners serving as the frontline representatives who directly shape customer experiences. The performance and competence of these partners are crucial in maintaining service quality, customer satisfaction, and overall organizational success.

One strategic approach to enhancing human resource quality is through structured service training programs. Such training aims to equip employees with the knowledge, skills, and attitudes necessary to meet service standards that satisfy customers while supporting organizational objectives (Mangkunegara, 2017). In line with this approach, Gojek provides its partners with targeted training

activities designed to strengthen their competence and effectiveness in fulfilling current job responsibilities.

To further improve partner performance, Gojek launched the “Mantap Tawwa” excellent service training program, which encompasses communication training, first aid (P3K) training, and training on services for passengers with disabilities. High-quality service is a critical factor in maintaining customer trust and loyalty, making these training programs essential for sustaining operational success across different regions, including Makassar City. Despite these initiatives, customer complaints persist regarding impolite communication, inadequate emergency handling, and limited knowledge in serving passengers with disabilities. A comprehensive training approach is therefore expected to enhance partners’ ability to communicate effectively, respond competently to emergencies, and deliver inclusive services.

Moreover, improving human resources in the online transportation sector requires an integrated training framework that addresses both technical competence and service-related capabilities. Communication skills enable driver partners to interact professionally and manage customer expectations, first aid training enhances readiness in emergency situations, and services for passengers with disabilities foster inclusive and equitable service delivery. Collectively, these dimensions of excellent service training are expected to contribute to the development of knowledgeable, skilled, and service-oriented human resources.

However, empirical evidence examining the combined and individual effects of these training components on human resource improvement, particularly at the regional level, remains limited. This study addresses this gap by empirically investigating how excellent service training—including communication, first aid, and services for passengers with disabilities—affects the development of Gojek partners’ human resources in Makassar City, providing insights that are critical for strategic human resource management and service excellence in the online transportation industry.

Literature Review

Training is a systematic and structured process aimed at enhancing employees’ knowledge, skills, and attitudes, enabling them to perform tasks effectively and contribute meaningfully to organizational goals (Mangkunegara, 2017). It serves as a cornerstone for human resource development, not only improving technical competence but also shaping behaviors and attitudes that foster professional growth and service excellence. According to Kirkpatrick, as cited in Aldi and Heni (2021), the outcomes of training can be evaluated across multiple dimensions, including participants’ immediate reactions, comprehension of the material, observable changes in behavior, organizational impact, and return on investment, highlighting both individual and organizational benefits.

Communication is a fundamental element of effective service delivery, originating from the Latin terms *communicare*, meaning “to share or inform,” and *communis*, meaning “common.” In the Indonesian context, the Kamus Besar Bahasa Indonesia (KBBI) defines communication as the process of sending and receiving messages among two or more individuals to ensure that the intended meaning is accurately understood. Communication training is designed to strengthen interactions between service providers and customers, facilitating clear information transfer, active listening, and ethical, polite engagement (Liliwari, 2004). Service communication theories advanced by Robbins (2006) and Liliwari (2003) emphasize the importance of clarity in information delivery, responsiveness to customer complaints, and maintaining professionalism and empathy in all interactions, demonstrating that effective communication is both a technical skill and a relational competency critical to service quality.

First aid (P3K) training plays a crucial role in preparing employees to handle emergency situations, promoting safety and operational resilience (Permenaker No. 15 Tahun 2008). Key indicators of first aid training, adapted from Articles 3, 4, 5, 8, and 10 of the regulation, include foundational knowledge of first aid principles, practical ability to administer timely assistance, proper utilization of emergency equipment, and demonstrating responsibility and responsiveness during crises. By integrating first aid

skills into employee training, organizations enhance not only individual preparedness but also overall workplace safety and customer confidence in the service environment.

Training in services for passengers with disabilities focuses on fostering inclusive, empathetic, and equitable attitudes toward individuals with special needs (Kemensos, 2018). Effective training equips employees with the ability to provide respectful and non-discriminatory service, offer appropriate physical assistance, communicate with dignity, and ensure equality in service delivery (Kementerian Sosial RI, 2018). Such initiatives contribute to a culture of accessibility and social responsibility within organizations, reinforcing both ethical and professional standards in customer service

Human resource development represents a comprehensive and systematic effort to enhance individual competencies through education, training, and experiential learning, ensuring that employees can work efficiently and effectively to achieve organizational objectives (Hasibuan, 2016). Beyond technical knowledge and skills, HR development encompasses the cultivation of appropriate attitudes, ethical standards, and a strong work ethic. Indicators for evaluating human resource development, as outlined by Hasibuan (2016) and Mangkunegara (2005), include improvements in knowledge, technical and interpersonal skills, behavioral and attitudinal changes, and the development of independence and professional work ethic. Furthermore, Mangkunegara (2005) highlights that outcomes can be assessed through measurable performance indicators such as work quality and quantity, adherence to deadlines, and collaborative effectiveness within teams. Collectively, these frameworks demonstrate that targeted training in communication, first aid, and inclusive service can significantly contribute to human resource enhancement, ultimately driving organizational performance, service excellence, and customer satisfaction.

Research Design and Methodology

This study employed a quantitative approach using an associative research design to examine the relationship between service training and human resource improvement among Gojek partners. The population consisted of all Gojek partners in Makassar City who had participated in the “Mantap Tawwa” training program. A purposive sampling technique was applied to select 100 respondents, based on their completion of the training and availability for the study.

Data were collected through a structured questionnaire employing a five-point Likert scale. The data were analyzed using SPSS version 25, which included tests for validity, reliability, classical assumptions, multiple linear regression analysis, hypothesis testing (t-test and F-test), and the coefficient of determination (R^2). The regression model used in this study is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where Y represents Human Resource Improvement (HR Improvement), X_1 denotes Communication Training, X_2 refers to First Aid (P3K) Training, X_3 represents Services for Passengers with Disabilities Training, a is the constant, b_1 - b_3 are the regression coefficients, and e is the error term

The study focuses on four primary variables: three independent variables – communication training (X_1), first aid training (X_2), and training on services for passengers with disabilities (X_3) – and one dependent variable, human resource improvement (Y). Communication training is intended to enhance partners’ ability to interact effectively with customers and fellow partners. First aid training aims to improve knowledge and practical skills in managing emergency situations on the road. Training on services for passengers with disabilities equips partners with foundational knowledge about disabilities, fosters empathetic and inclusive attitudes, and develops practical skills to provide safe and appropriate service. Human resource improvement reflects the enhancement of Gojek partners’ competencies following the training, evaluated in terms of knowledge, skills, and work attitudes. This methodological framework enables a systematic examination of how each component of the “Mantap Tawwa” training program influences partner competencies and the overall quality of human resources, providing a robust basis for assessing the program’s effectiveness.

Findings and Discussion

Findings

Validity Test

The validity test was conducted to ensure that all questionnaire items accurately measure the intended constructs. Table 1 presents the results of this analysis. All items across the four variables – Communication Training (X_1), First Aid (P3K) Training (X_2), Services for Passengers with Disabilities Training (X_3), and Human Resource Improvement (Y) – exhibited r-values greater than the r-table value of 0.196. This indicates that all 16 items, completed by 100 respondents, are valid and can be reliably used as instruments for this study.

Table 1. Validity Test Results

Variabel	Item	R Hitung	R Tabel	Keterangan
Pelatihan Komunikasi (X_1)	PK.1-PK.4	0,696-0,743	0,196	Valid
Pelatihan P3K (X_2)	P3K.1-P3K.4	0,620-0,693	0,196	Valid
Pelatihan Pelayanan Teman Disabilitas (X_3)	PTD.1-PTD.4	0,528-0,772	0,196	Valid

Source: SPSS 25 Data Analysis (2025)

The results confirm that all questionnaire items effectively capture the constructs of interest, providing a solid foundation for subsequent reliability testing and regression analysis.

Reliability Test

The reliability test assessed the internal consistency of the questionnaire. Cronbach’s Alpha values for all variables exceeded 0.60, indicating that the instrument is reliable. Specifically, Communication Training (X_1) scored 0.667, First Aid (X_2) 0.602, Services for Passengers with Disabilities Training (X_3) 0.666, and Human Resource Improvement (Y) 0.66.

Table 2. Reability Test Results

Variable	α	Status
X_1	0.667	Reliable
X_2	0.602	Reliable
X_3	0.666	Reliable
Y	0.663	Reliable

Source: SPSS 25 Data Analysis (2025)

Classical Assumption Tests

The results of the classical assumption tests indicate that the regression model meets all required criteria. The normality test, based on the Normal Probability Plot, shows that the residuals are distributed around the diagonal line, indicating a normal distribution. Furthermore, the multicollinearity test reveals that all independent variables have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10, confirming the absence of multicollinearity among the variables. In addition, the heteroscedasticity test demonstrates that the residuals are randomly scattered above and below zero with no discernible pattern, indicating that the model is free from heteroscedasticity and suitable for further regression analysis.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis produced the following equation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. where the constant value of 3.763 indicates that, if all independent variables are held at zero, the level of Human Resource Improvement (Y) remains at 3.763. All regression coefficients are positive, demonstrating that Communication Training (X_1), First Aid (P3K) Training (X_2), and Services for Passengers with Disabilities Training (X_3) are positively associated with human resource improvement. Among these variables, Communication Training (X_1) and Services for Passengers with Disabilities Training (X_3) exhibit the strongest effects, indicating that they are the dominant contributors to the enhancement of Gojek partners’ human resource quality. This finding emphasizes the critical role of effective communication and inclusive service training in driving overall workforce development.

Hypothesis Testing and Model Evaluation

The results of the partial (t-test) analysis indicate that Communication Training (X_1) has a positive and significant effect on Human Resource Improvement, with a t-value of 4.083 and a significance level below 0.05. Similarly, Services for Passengers with Disabilities Training (X_3) also demonstrates a positive and significant influence, evidenced by a t-value of 3.210 and a significance value below 0.05. In contrast, First Aid Training (X_2) does not have a statistically significant effect on human resource improvement, as indicated by a t-value of 1.974 and a significance level greater than 0.05.

The simultaneous (F-test) results confirm that the three training variables collectively exert a significant effect on human resource improvement, with an F-value of 48.582 and a significance level below 0.05. The coefficient of determination (R^2) of 0.603 indicates that 60.3% of the variation in human resource improvement is explained by Communication Training, First Aid Training, and Services for Passengers with Disabilities Training, while the remaining 39.7% is influenced by other factors outside the model. These findings highlight that the implemented training programs contribute substantially to enhancing the knowledge, skills, and work attitudes of Gojek partners, particularly emphasizing the critical role of communication and inclusive service training in workforce development.

Discussion

The Effect of Communication Training on Human Resource Improvement

The results indicate that communication training has a positive and significant effect on the human resource improvement of Gojek partners in Makassar City. Effective communication training enhances partners' abilities to interact professionally, convey information clearly, and manage customer relationships. This finding is consistent with organizational communication theory, which emphasizes that effective communication fosters a positive work environment and strengthens collaboration (Mathis & Jackson, 2006; Robbins & Coulter, 2009). Empirical evidence further supports this result, as Puspa and Dyan (2022) found that communication training significantly improves interpersonal competence. In the context of Gojek, these enhanced communication skills directly contribute to service quality, customer satisfaction, and the reinforcement of a professional organizational image.

The Effect of First Aid (P3K) Training on Human Resource Improvement

First Aid (P3K) training does not appear to have a significant effect on human resource improvement. This may be attributed to limited training frequency, uneven participation among partners, and minimal practical application during sessions. According to Noe (2008), training effectiveness depends on its relevance to job responsibilities and the ongoing opportunity to apply learned skills. Supporting evidence from Putra et al. (2022) and Zrinathi (2019) indicates that low first aid competence often stems from insufficient exposure and lack of hands-on practice. While P3K training is essential for safety and emergency preparedness, its impact on enhancing daily service competencies remains limited unless it is delivered regularly, reinforced with practical exercises, and tailored to the specific needs of online transportation partners.

The Effect of Disability Service Training on Human Resource Improvement

Training focused on services for passengers with disabilities demonstrates a positive and significant impact on human resource improvement. This type of training develops inclusive attitudes, empathy, and practical service skills, consistent with the principles of Service Excellence (Barata, 2003) and attitudinal accessibility promoted by the Kementerian Sosial RI (2018). The finding aligns with Sari and Rahmawati (2021), who reported that inclusive training significantly enhances service quality and interpersonal effectiveness. For Gojek, implementing this training not only strengthens professionalism and service delivery but also reinforces the company's image as an inclusive and socially responsible organization.

Simultaneous Effect of Training Programs on Human Resource Improvement

When considered simultaneously, communication, First Aid, and disability service training significantly influence human resource improvement, with an R^2 value of 0.603, indicating that 60.3% of HR enhancement is explained by these training programs. This finding reinforces Human Capital

Theory (Becker, 1993) and the assertions of Mangkunegara (2017), which emphasize that integrated, systematic training programs are critical for improving workforce quality. Consistent with Rahmawati and Suyono (2020), these results highlight that combining technical and non-technical training components is essential for optimizing employee performance in service-oriented transportation sectors. The study underscores the importance of designing training programs that balance practical skills, interpersonal communication, and inclusive service competencies to achieve holistic human resource development.

Conclusion

This study concludes that communication training and training on services for passengers with disabilities have a positive and significant effect on the improvement of human resources among Gojek partners in Makassar City. These findings indicate that competencies related to effective communication and inclusive service play a crucial role in enhancing partner professionalism and service quality. In contrast, First Aid (P3K) training does not show a significant effect on human resource improvement, suggesting the need for more practical, continuous, and context-specific implementation. Simultaneously, the three training programs collectively have a significant influence on human resource improvement, demonstrating that integrated training initiatives contribute meaningfully to strengthening partner competencies and overall human resource quality.

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