OPINION OF MUSLIM STUDENTS IN FACULTY OF MEDICINE UISU IN 2017-2018 ABOUT USING ONLINE TRANSPORTATION DRIVER INTERPERSONAL COMMUNICATION TO PRODUCE SERVICE USER SATISFACTION

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Abstract: Interpersonal communication or interpersonal communication in communication studies is defined as the process of exchanging information between two or three people, as this communication event occurs a lot in everyday life, both in schools, offices and in-service events such as Grab-Car drivers with consumers or service users. Changes that occur in the world of transportation have indeed attracted the attention of various parties, including the presence of transportation that is integrated with the application of communication technology. This research was conducted quantitatively, namely research that describes or explains a problem whose results can be generalized. This study produces quantitative data, namely data obtained from written respondents who were examined from questionnaires. The location of this research is the Faculty of Medicine, UISU Medan, North Sumatra. Measurement of the effectiveness of a communication process can be seen from the achievement of the goals of the sender of the message from the service seller and service user. The impression is the result of delivering the communicator's message to the communicant which will produce a good or bad impression. Happy is the peak of pleasure which is considered to be able to describe satisfaction after the achievement of all opinions from the satisfaction of service users. Happy will also generate a sense of trust and satisfaction for someone, and can continue to using Grab-Car if Service users feel happy every time, they travel.

INTRODUCTION

In the early era of Islamic civilization camels were usually ridden by humans used as vehicles for transportation, and also used for war at the time of the Prophet Muhammad SAW. At that time the main transportation between villages and cities were horses, camels, donkeys and horse-drawn carriages. Due to camel strong physique by walking in the middle of the desert is a positive value for this animal. However, camel cannot run as fast as horses. However, to reach a long distances travel by riding a horse or horse-drawn carriage for those who could afford it at that time. In this case, riding

animals and other means of public transportation are vehicles that Allah created for humans so that they can travel to another place.

It is stated in the Word of Allah in Qs. An-Nahl : (8) which reads:

وَّالْخَيْلَ وَالْبِغَالَ وَالْحَمِيْرَ لِتَرْكَبُوْهَا وَزِيْنَةًۗ وَيَخْلُقُ مَا لَا تَعْلَمُوْنَ

Translate: "*And (He has created) horses, mules, and donkeys, so that you can ride it and (make it) adornment. And Allah created what you did not know*".

At the beginning of the 20th century Allah has gradually shown what He promised in Surah An-Nahl verse 8, that He will create other vehicles, such as camels and donkeys, for transportation facilities for humans. The development of technology has more or less changed the way and behaviour of human life. Technology exists in all aspects of human life today, especially in the field of transportation. With technological advances that have been mastered, humans are able to make motorcycles, cars, trains and even airplanes. The journey that was originally taken for days on foot is now.

World economic rapid development recently marked by the growing flow of population mobility along with the high traffic of money and goods in the flow of trade as well as the increasingly rapid business competition include business transportation. Today's society is greatly facilitated by the existence of application-based online transportation facilities, especially for ease of ordering. The application can be accessed anywhere and anytime quickly and precisely, the public can easily move anywhere by having this application. Changes that occur in the world of transportation have indeed attracted the attention of various parties, including the presence of transportation that is integrated with the application of communication technology. Online taxi transportation services in the city of Medan have become phenomenal, the emergence of the Grab-Car application has received appreciation and acceptance from various parties. According to some service users, when compared to public transportation, from a physical point of view, Grab-Car is much better.

Under Islamic law, online transportation is allowed. Because, based on the Fiqh rules, there is no argument against it. Therefore, Islam gives freedom to humans to regulate it according to their benefit. And also, it is explained in Qs. Al-Baqarah: 198 which reads:

لَيْسَ عَلَيْكُمْ جُنَاحٌ اَنْ تَبْتَغُوْا فَضْلًا مِّنْ رَّبِّكُمْ ۗ فَاِذَآ اَفَضْتُمْ مِّنْ عَرَفَاتٍ فَاذْكُرُوا اللّٰهَ عِنْدَ الْمَشْعَرِ الْحَرَامِ ۖ وَاذْكُرُوْهُ كَمَا هَدٰىكُمْ ۚ وَاِنْ كُنْتُمْ مِّنْ قَبْلِهٖ لَمِنَ الضَّاۤلِّيْنَ

"*It is not a sin for you to seek bounties from your Lord. So when you depart from Arafah, make dhikr to Allah in Masy'arilharam. And make*

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remembrance of Him as He has guided you, even though you were previously among those who did not know".

Partnership contracts in online transportation services in Islamic law are the same as qirād contracts. As has been regulated in the Fatwa of the DSN MUI number: 07/DSN-MUI/IV/2000 regarding the financing of mudharabah (qirād). One more interesting thing is that Grab-Car uses a promotion system to service users automatically through the application to service users who have subscribed to using the Grab-Car application.

Service users are an important element because of their position as assessors of the quality of service and interpersonal communication of Grab-Car drivers. Service users will assess the service by comparing the service they receive with the service they expect. If the service user is very satisfied with the service provided by the Grab-Car driver, the service user will return to reorder. In other words, Grab-Car drivers who can satisfy service users will have loyal customers.

However, from some facts from conversations with several Grab-Car users, there are notes that show that the interpersonal communication between Grab-Car drivers and service users is considered less effective. Several events show that there are still disagreements, such as when the road is jammed or when the driver is in the deadline for the Grab-Car pedestrian promotion bonus. In fact, between Grab-Car drivers and passengers/service users when traveling is connected with interpersonal communication, the longer the journey, the more open and wider the opportunities for interpersonal communication are. Therefore, the use of interpersonal communication for Grab-Car drivers is an important and strategic thing in generating satisfaction for Grab-Car service users.

Therefore, based on the description above, it can be seen that through interpersonal communication between Grab-Car drivers and consumers, it can produce service user/consumer satisfaction. So, related to that, the researcher is interested in the research title: "OPINION OF FACULTY OF MEDICINE UISU STUDENTS IN 2017-2018 REGARDING USING GRAB-CAR INTERPERSONAL COMMUNICATION TO PRODUCE SERVICE USER SATISFACTION"

RESEARCH METHODS

The research conducted is quantitative, namely research that describes or explains a problem whose results can be generalized (Kriyantono. 2006: 57). This study produces quantitative data, namely data obtained from written respondents who were examined from questionnaires. The location of this research is the Faculty of Medicine, UISU Medan, North Sumatra. This research was started in March and the population in this study were all Grab-Car Consumers at the UISU

Medical Faculty in 2017-2018 as many as 70 students, with 27 male and 43 female gender. And the research sample is part of the population which is the actual data source. The technique used in this research is purposive sampling, namely the sampling is adjusted to the research objectives, according to Arikunto (1998: 22) in determining the sample can be done by drawing between 10-15 or 20-30%, if the total population is more than 100 people. However, if there are less than 100 people then the whole is used as an object. The population in this study amounted to 70 students, so all of them were made as research objects.

The data generated in this study was obtained through distributing questionnaires to respondents, namely UISU Medical Faculty students for the 2017-2018 academic year, a list of questions that were asked in a closed manner, so that respondents simply chose one of the alternative answers that had been submitted such as Agree (S), Disagree (KS) and Disagree (TS). The three alternative answers are expected to be the optimal choice for respondents. Because this research is a quantitative descriptive, the researcher presents the research results in the form of a single table and an average table and then describes and analyzes them quantitatively.

DISCUSSION AND RESEARCH RESULTS

The total age percentage of UISU Medical Faculty students for the 2017-2018 school year is in the category of 19 years to 22 years. This figure is very prominent at the age of 19 years. UISU Medical Faculty students in the 2017-2018 academic year were very dominant, namely 65 people (92.8%), aged 20 respondents were 4 people (5.7%) and aged 21 years were 1 person. (1.4%).

The respondent's age is productive age, this age is very influential in daily socialization in the surrounding environment, and tends to be active in their daily activities such as college activities or traveling with friends and family. In addition, women use Grab-Car transportation services more because using Grab-Car transportation services can make women more protected on their trips and also their comfort and appearance are maintained while traveling because maintaining one's appearance can make a person's self-confidence high. Based on the data obtained, the number of respondents using Grab-Car transportation services is 23% more female users compared to male users. From the data above, the percentage of women is more dominant than men who reach more than half the number of respondents.

Table 1: Respondent Race

No	Suku	f	%
1	Riau	13	18,5%
2	Aceh	11	15,7%
3	Batak	23	32,8%
4	Jawa	15	21,4%
5	Mandailing	1	1,4%

6	Minang	1	1,4%
7	Melayu	2	2,8%
8	Karo	2	2,8%
9	Nias	1	1,4%
10	Makasar	1	1,4%
	Jumlah	70	100%

Source : Data Resources

The table above shows that the Batak ethnic group is the dominant ethnic group in the Faculty of Medicine in 2017-2018. This ethnic group is the ethnic group that has the most respondents. Because it is located in the area of North Sumatra, namely Medan. This tribe is also able to continue to dominate compared to other tribes even though there are many tribes that exist, proving that this tribe still maintains that it can take higher education in its area.

The enormous ethnic differences are thought to have no effect in terms of communication, because they have one language in communicating with different regions or ethnicities, namely by using Indonesian. With this unity, it can be seen that there are no differences between the existing tribes, including in the delivery of interpersonal communication that occurs throughout the trip using Grab-Car transportation, with the difference that these tribes can be an experience and add to each other's insights for Grab-Car Drivers and Service Users. Grab-Car.

The communicator in a communication process is referred to as a source of information and as a messenger especially in a process of selling communicator services to be the main factor for achieving service user satisfaction. Communicators in the communication process are referred to as communication controllers in the process of exchanging information, drivers as communicators, in the service sales process are considered to be influential in achieving service user satisfaction, if they can be effective communication controllers.

From the data obtained, it shows that 56 (80.5%) respondents agree with the characteristics of the driver as a communicator in communicating with respondents, while those who do not agree with 13 (19.1%) respondents only 1 (1.4%) disagree. . This data concludes that the percentage of respondents agreeing is more than respondents who disagree. Experience the interactions that occur or the experience of each individual in a wider social environment obtained through communication that is done naturally without any element of coercion.

The speaker's dialogue must convey something to be understood by the listener as intended by the speaker, meaning that it is not biased or there is no difference in the meaning intended by the communicator and the meaning received by the communicant. For this reason, the activeness of the communicant in listening and efforts to understand the content of the conversation is very necessary. If necessary, the communicant needs to (as if) position himself as a communicator to make it easier to understand what is being discussed.

Table 2: Rating message drivers as communicators

No	Driver as communicator		Category						Value	Skor
			3		2		1			
			f	%	f	%	f	%		
1	Message	Understanding	50	71,4%	20	28,6%	-	-	100%	2,7
2		Effective	48	68,6%	20	28,6%	2	2,8%	100%	2,6
3		Impression	54	77,1%	15	21,4%	1	1,4%	100%	2,7
	Total		152	217%	55	78,6%	3	4,2%	100%	8
	Average		51	72,3%	18	26,2%	1	1,4%	100%	2,6

Source : Data Resources

The data above shows that 51 (72.3%) respondents rate agree, and respondents who rate less agree as many as 18 (26.2%) and only 1 (1.4%) respondents who rate disagree. This data also shows that respondents who rate agree more than respondents who rate less agree and disagree.

Understanding can be said to be one of the categories that means understanding for both communicators and communicants when communicating, such as the use of language and symbols so that communication runs smoothly because they can be easily understood.

Effective communication is communication by exchanging information, ideas, feelings that result in a change in attitude so that a good relationship is established between the sender of the message and the recipient of the message. Measurement of the effectiveness of a communication process can be seen from the achievement of the goals of the sender of the message from the service seller and service user. The impression is a concept that is expected by the service seller as a communicator so that service users achieve a level of satisfaction, the impression is the result of delivering the communicator's message to the communicant which will produce a good or bad impression.

The results of the service user satisfaction opinion (happy) showed that 39 (55.2%) respondents considered agreeing, 27 (38.6%) respondents rated less agree and 4 (6.2%) respondents disagreed. These data indicate that respondents who rate agree more than respondents who rate less agree and disagree.
The assessment on the opinion of service user satisfaction (happy) to Prefer for travel purposes, is at a score of 2.4 or at an interval of 2.4-3 which means agree, More amused is at a score of 2.5 or is in an interval of 2.5- 3 which means agree and Adding insight is at the interval of 2.5 or at intervals of 2.5-3 which means agree. The average rating for the opinion of service user satisfaction (happy) is at a score of 2.4 or at an interval of 2.4-3 which means agree.

Preferring for travel purposes is one of the attitudes of service users towards Grab-Car services, by using Grab-Car service users prefer Grab-Car transportation for their travel purposes.

Being more entertained is one of the attitudes of service users towards Grab-Car drivers, by using Grab-Car service users can be entertained while traveling using Grab-Car transportation.

Adding insight into one of the conditions of drivers and service users exchanging ideas such as in the form of information and others, so that ongoing communication can add insight to service users while traveling using Grab-Car transportation.

Happiness is the peak of pleasure, considered to be able to describe satisfaction after the achievement of all opinions from the satisfaction of service users. Happy will also generate a sense of trust and satisfaction for someone, and can continue to subscribe to Grab-Car transportation if Service users feel happy every time they travel.

CONCLUSION

The results of the research that has been carried out by researchers, namely the value of Driver as a communicator as a whole is at a score of 2.6 or at intervals of 2.3-3 (table 4.9), as many as 75.7% of respondents agree with Driver as a communicator with interpersonal communication processes . While the opinion of service user satisfaction as a whole shows that it is at a score of 2.4 or at intervals of 2.4-3 (table 4.13). This data shows that 59% of respondents agree with the satisfaction of Grab-Car Driver service users.

SUGGESTIONS

Grab companies should be more open for research purposes to students in the city of Medan because the interest in the use of online transportation services, especially Grab-Car continues to increase, so it is necessary to do research on the level of service provided by Grab-Car partners to increase the satisfaction of Grab-Car service users. The car itself.

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