The Influence of Service, Price, and Promotion on Online Transportation User Decisions in Medan

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Abstract.

Online transportation first became popular in Indonesia with the arrival of Gojek in 2010. There are several online transportation services available in Medan, such as Grab, Gojek, Maxim, and InDrive. Service issues include inconsistency in service delivery, drivers who are unfriendly and unprofessional. Pricing issues include price differences between application platforms and complex fare structures. Promotional issues include excessive reliance on promotions to attract new users and a lack of user education on promotions in payment methods. Quantitative descriptive research is the research method, and explanatory research is the nature of the research. Interviews, questionnaires, and documentation studies are the data collection methods. Multiple linear regression with classical assumption testing, namely normality, multicollinearity, and heteroscedasticity, is the method of analysis. The research population consists of 300 users, 171 of whom were selected through simple random sampling divided into 21 sub-districts in Medan, and the validity and reliability were tested on 30 of them. The simultaneous effect of service, price, and promotion (F-test) has a positive effect on the success rate. Fcount 34.524 > Ftable 2.66 with sig. 0.000 < 0.05. Partially (t-test), service tcount 4.883 > ttable 1.65392 and sig. 0.000 < 0.05, price tcount 1.494 < ttable 1.65392 and sig. 0.137 > 0.05, promotion tcount 1.769 > ttable 1.65392 and sig. 0.079 > 0.05. The adjusted Rsquare coefficient test result is 0.372, meaning that 37.2% of the decision to use online transportation services in Medan is influenced by service, price, and promotion, while the remaining 62.8% is explained by other factors.

Keyword: *Service, price and promotion.*

I. INTRODUCTION

The development of digital technology, particularly in the internet and mobile applications, has had a significant impact on various sectors of life, including the transportation sector. One innovation that emerged from this development is online transportation services, namely application-based transportation systems that allow users to order vehicles simply through smartphones. Online transportation first became popular in Indonesia with the arrival of Gojek in 2010, which initially only served motorcycle taxis through a call center system. Over time and with increasing public demand, Gojek then launched a mobile application in 2015. Not long after, Grab, originating from Malaysia, entered the Indonesian market, followed by other services such as Maxim and InDrive, further expanding the choice for the public. The emergence of online transportation is an answer to the problems of conventional transportation, which has long been considered inefficient. Obstacles such as difficulty in finding public transportation, uncertain fares, long waiting times, and uncertain security are the main reasons people have started to switch to application-based services. Online transportation is considered more practical, transparent, and fast.Good service in online transportation, such as ease of ordering, speed of delivery, friendly drivers, and affordable prices, significantly influence users' decisions to continue using the service. Users of online transportation services simply open the application, order a vehicle, find out the estimated cost, and can even track the driver's location in real time.

Online transportation has several advantages, such as easy access only through smartphones, transparent fares, a choice of cash or digital payment methods, and rating and review features to maintain service quality. When consumers feel well served, they are more likely to use the service again and even recommend it to others. Conversely, poor service can reduce consumer satisfaction and trust, causing them

to switch to other platforms that are perceived as more responsive and professional.Price is a crucial factor influencing users' decisions when choosing online transportation services. Price changes, whether increases or decreases, can significantly impact user interest and choice of an app or type of transportation service. Price is also a crucial factor influencing consumers' decisions when using online transportation services. Prices offered must be competitive, affordable, and commensurate with the quality of service provided to ensure consumers feel they are receiving value for money. In practice, users of services like Gojek, Grab, Maxim, and InDrive often compare fares before booking, especially for frequent or long-distance trips. Excessively high prices without a corresponding improvement in service quality can lead consumers to switch to other platforms offering lower prices for similar services.

Promotions significantly influence online transportation users' decisions. An effective promotional strategy can increase interest in and use of online transportation services. Promotions can take the form of discounts, promo codes, or other attractive offers that encourage users to try or continue using the service.Promotions also significantly influence consumers' decisions to use online transportation services. Promotions are an effective marketing strategy for attracting new users and retaining existing ones. Promotions frequently used by service providers like Gojek, Grab, Maxim, and InDrive include discounts, travel vouchers, cashback, and loyalty programs. Amidst increasingly fierce competition, promotions can provide a unique appeal that leads consumers to choose one platform over another. In fact, in many cases, consumers are willing to switch platforms simply because of a more profitable promotion.In this study, researchers only examined the influence of service, price, and promotion on the decisions of online transportation users, specifically for people in Medan City. The online transportation platforms selected were Gojek, Grab, Maxim, and InDrive. Food and goods delivery apps were not examined in this study.In the results of the initial survey conducted by the researcher, there were several obstacles in carrying out services, prices and promotions regarding the decisions of users of the online transportation application platform.

There were several problems such as problems that arose in the service, namely the consistency of service according to the promises given, drivers who were less friendly and unprofessional, punctuality of pick-up and drop-off, slow customer service response, unclear identity and less than adequate vehicle conditions.Problems that arise in online transportation prices include price differences between online transformation application platforms, the complexity of the tariff structure (distance, time, traffic conditions, vehicle type), the mismatch between tariffs and distance, and hidden additional costs.Problems with promotions include excessive reliance on promotions to attract new users, lack of user segmentation in promotions, low promo claim failure rates, and lack of user education on promotions and payment methods.From the phenomena that have been obtained, the researcher will conduct research on this company and choose the title "The Influence of Service, Price, and Promotion on the Decisions of Online Transportation Users in Medan".

II. METHODS

Research methods

This research uses a quantitative approach that aims to measure phenomena based on numerical data and analyze them statistically. The sample was determined using specific sampling techniques and analyzed to test the research hypotheses.

Types of research

This type of research is quantitative descriptive with an explanatory approach. This approach aims to describe the characteristics of variables based on numerical data and explain the relationships between these variables.

Nature of Research

This research is explanatory in nature, aiming to understand the relationships between the variables studied. Analysis is conducted to determine how one variable influences another, thus providing a deeper understanding of the interrelationships between variables.

Data collection technique

Data collection techniques used include:

1. Questionnaire
2. Interview
3. Documentation

Analysis and Research Methods

The research model used in this study is multiple linear regression analysis. This model is used to measure the influence of the independent variables, namely service (X_1), price (X_2), and promotion (X_3), on the dependent variable, namely the decision of online transportation users (Y) in Medan.

The multiple linear regression model used in this study is as follows:

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

Information:

Y = Decision of online transportation users

a = Constant

$b_1 – b_3$ = Regression coefficient of each independent variable

X_1 = Service

X_2 = Price

X_3 = Promotion e = Error (residual)

Hypothesis Determination Coefficient (R^2)

R Square (R^2), which displays the coefficient of determination. This test aims to measure, in percentage (%), the extent to which the model influences the dependent variable (user decision) and independent variables (service, price, and promotion) on the use of online transportation in Medan (Grab, Gojek, Maxim, and Indrive).

Simultaneous Hypothesis Testing (F Test)

This test is used to determine whether the dependent variable (the decision to use online transportation) is significantly influenced by the independent variables, namely service, price, and promotion. In this study, the calculated F value will be compared with the F table at a significance level (α) = 5%.

The criteria for testing the hypothesis in this F test are:

H0 is accepted if Fcount ≤ Ftable for a significance level of α = 5%

H1 is accepted if F count > F table for significance level α = 5%

Partial Hypothesis Testing (T-Test)

This test is used to see whether the independent variables in the regression model, namely service, price, and promotion, have a significant partial influence on the dependent variable, namely the user's decision to use online transportation tools such as Grab, Gojek, Maxim, and InDrive in Medan City.

The decision making criteria in the t test are as follows:

H0 is accepted if – t table ≤ t count ≤ t table (with a significant level of α = 5%)

H1 is accepted if – t count < -t table or t count > t table (with a significance level of α = 5%)

III. RESULT AND DISCUSSION

Research Results Descriptive Statistical Analysis

Table 1

	N	Minimum	Maximum	Mean	Standard Deviation
Service	171	24	40	29.73	3,807
Price	171	24	38	29.44	3,326
Promotion	171	23	34	26.97	2,794
User decision	171	23	40	28.82	3,424
Valid N (listwise)	171				

Source: Results of SPSS data processing

From Table 1, the service variable (X1) with a sample size of 171 respondents has a minimum value of 24 units for respondent numbers 34, 79, 83, 89, 101, 104, 111, 169, 171 and a maximum value of 40 units for respondent numbers 22, 38, 51, 164. The mean value is 29.73 and has a standard deviation of 3,807.In the price variable (X2) with a sample size of 171 respondents, the minimum value is 24 units for respondent numbers 137, 143, 146, 150, 151, 168 and the maximum value is 38 units for respondent numbers 38, 113. The mean value is 29.44 and has a standard deviation of 3.326.In the promotion variable (X3) with a sample size of 171 respondents, the minimum value is 23 units for respondent numbers 116, 125, 132, 137, 144, 150, 151, 152, 158, 168 and the maximum value is 34 units for respondent number 109. The mean value is 26.97 and has a standard deviation of 2,794.In the user decision variable (Y) with a sample size of 171 respondents, the minimum value is 23 units for respondent number 52 and the maximum value is 40 units for respondent numbers 7, 13, 22, 37, 50, 113, 122. The mean value is 28.82 and has a standard deviation of 3.424.

Results of the classical assumption test a. Normality test

1. Test graph

a. *Histogram graph*

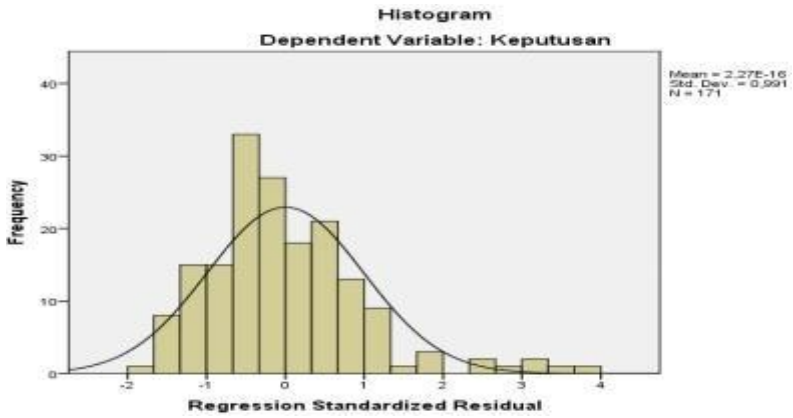

Fig 1. Histogram graph

In Figure 1, the histogram graph shows a number of bell-shaped lines that do not deviate to the left or right, thus it can be concluded that the data from the researcher's calculations are normally distributed.

b. *Probability plot graph*

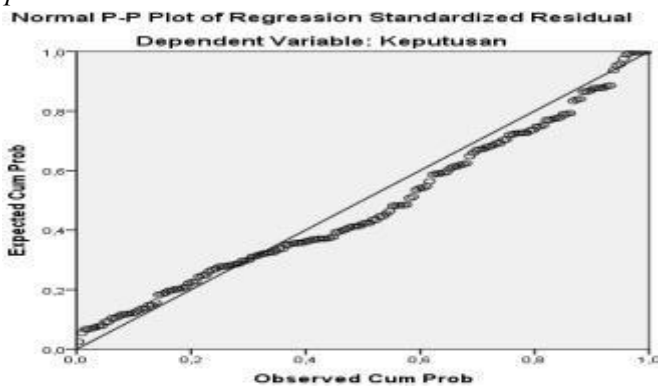

Fig 2. Probability plot graph

In Figure 2, it can be seen that the data points are spread around the diagonal line, the distribution of the data is seen to be mostly close to the diagonal line, thus it can be concluded that the data from the research test results are said to be normally distributed.

2. Statistical test (Kolmogorov-Smirnov method)

Table 2. Statistical test (Kolmogorov-Smirnov method)

		Unstandardized Residual
N		171
Normal Parametersa,b	Mean	,0000000
	Standard Deviation	2.69022043
Most Extreme Differences	Absolute	0.094

	Positive	0.094
	Negative	-0.053
Kolmogorov-Smirnov Z		1,228
Asymp. Sig. (2-tailed)		0.098

a. Test distribution is Normal

b. Calculated from data.

From Table 3.2, the data processing results show an Asymp. Sig (2-tailed) value of 0.098. In accordance with the provisions, if the Asymp. Sig (2-tailed) value is greater than 5% (0.05), then the residual data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Service	0.508	1,967
	Price	0.479	2,087
	Promotion	0.534	1,872

From Table 3, the results of the research test show that the tolerance value for the service variable is 0.508, the price is 0.479, and the promotion is 0.534, which are above 0.10. For the VIF value for the service variable, 1.967, the price is 2.087, and the promotion is 1.872, which are below 10. So it can be concluded that in this study there is no multicollinearity between the independent variables (service, price, and promotion) in the regression model.

Heteroscedasticity Test

1. Scatterplot Graph Test

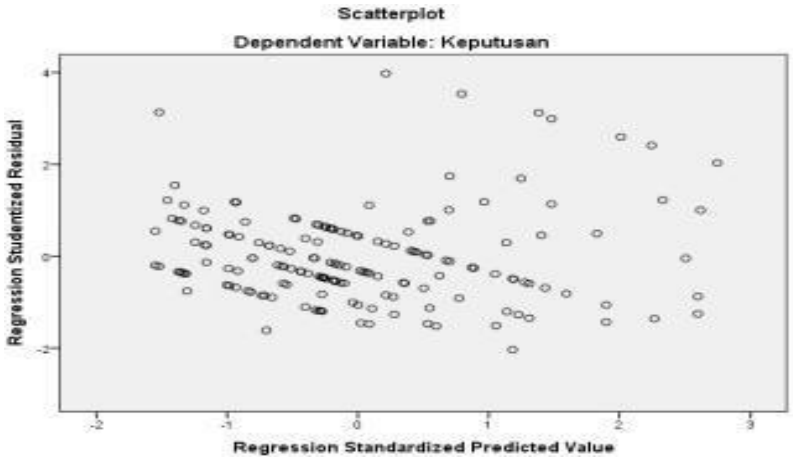

Fig 3. Scatterplot Graph

In Figure 3, the Scatterplot graph shows an irregular distribution of points, some of which are above or below the number zero (0) on the Y axis. The point pattern image is not gathered in one place, so the results of the test on the Scatterplot graph can be concluded that there is no heteroscedasticity. 2. Glejser Test

Table 4. Glejser Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,552	1,333		-1,914	0.057
	Service	0.109	0.047	0.236	2,307	0.022
	Price	0.100	0.056	0.189	1,794	0.075
	Promotion	-0.060	0.063	-0.095	-0.952	0.343

a. Dependent Variable: ABS_RES

In Table 4, the significant value of the service variable is 0.022 < 0.05, the price variable is 0.075 < 0.05, and the promotion variable is 0.343 > 0.05. Therefore, the results of the Glejser test can be concluded that heteroscedasticity occurs in the service and price variables, while heteroscedasticity does not occur in the promotion variable. This means that in the service and price variables, the residual variance is not constant at all levels of the independent variable (service and price). Meanwhile, in the promotion variable, the residual variance is constant at all levels of the independent variable (promotion).

Results of research data analysis Research methods

Table 5. Research methods

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	8,846	2,160	
	Service	0.374	0.077	
	Price	0.135	0.090	0.416
				0.131
	Promotion	0.180	0.102	0.147

a. Dependent Variable: User decision (Y)

User decision = 8,846 + 0,374 service + 0,135 price + 0,180 promotion + 5%

Information :

1. The constant 8.846 states that if service, price and promotion are absent then the user's decision is 8.846 units.
2. The service regression coefficient is 0.374 and has a positive value, this states that every 1 unit increase in service will increase user decisions by 0.374 units, assuming other variables remain constant.
3. The price regression coefficient is 0.135 and has a positive value, this states that every 1 unit increase in price will increase the user's decision by 0.135 units, assuming that other variables remain constant.
4. The promotion regression coefficient is 0.180 and has a positive value, this states that every 1 unit increase in promotion will increase user decisions by 0.180 units, assuming other variables remain constant.

R2 Test (Coefficient of Determination)

Table 6. Test of Determination Coefficient

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.619a	0.383	0.372	2,714

a Predictors: (Constant), Service (X1), Price (X2), Promotion (X3) b Dependent Variable: User decision (Y)

In Table 6, the results of the coefficient of determination test obtained an Adjusted R Square of 0.372, meaning that 37.2% of the variation in the dependent variable (user decision) can be explained by variations in the independent variables (service, price, and promotion). Meanwhile, the remaining 62.8% (100% - 37.2% = 62.8%) can be explained as having an influence on user decisions caused by other variables.

Test (Simultaneous Test)

Table 7. Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	763	3,000	254,347	34,524	0.000b
	Residual	1230	167,000	7,367		
	Total	1993	170			

a. Dependent Variable: User decision (Y)

b. Predictors: (Constant), Service (X1), Price (X2), Promotion (X3)

In Table 7, the results of the simultaneous test show a calculated F value of 34.524 > F table 2.66 with a significance probability level of 0.000 < 0.05. Therefore, H1 is accepted and H0 is rejected. This means that the independent variables (service, price, and promotion) simultaneously have a positive and significant effect on the dependent variable (user decision).

T-Test (Partial Test)

Table 8. Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,846	2.16		4,096	0.00
	Service	0.374	0.077	0.416	4,883	0.00
	Price	0.135	0.090	0.131	1,494	0.137
	Promotion	0.180	0.102	0.147	1,769	0.079

a. Dependent Variable: User decision (Y)

1. Based on Table 3.8, the partial test obtained the service variable t count 4.883 > t table 1.65392 and a significant value of 0.00 < 0.05. Therefore, H1 is accepted and H0 is rejected. This means that the partial test results indicate that the service variable (independent) has a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, hypothesis H1 is accepted and H0 is rejected.
2. Based on Table 3.8, the partial test obtained a price variable t count of 1.494 < t table 1.65392 and a significant value of 0.137 > 0.05. Therefore, H0 is accepted and H2 is rejected. This means that the partial test results indicate that the price variable (independent) does not have a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, the hypothesis H0 is accepted and H2 is rejected.
3. Based on Table 3.8, the partial test obtained a promotional variable t count of 1.769 > t table 1.65392 and a significant value of 0.079 > 0.05. Therefore, H0 is accepted and H3 is rejected. This means that the partial test results indicate that the promotional variable (independent) does not have a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, the hypothesis H0 is accepted and H3 is rejected.

Discussion of research results: The influence of service on user decisions

Based on Table 8, the partial test shows that the service variable has a calculated t of 4.883 > t table of 1.65392 and a significant value of 0.00 < 0.05. Therefore, H1 is accepted and H0 is rejected. This means that the partial test results indicate that the service variable (independent) has a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, hypothesis H1 is accepted and H0 is rejected.The results of this study align with those of a previous study by Ardiansyah and Rangkuti (2021) entitled "The Influence of Driver Attributes and Service Quality on Consumer Decisions Using PT. Grab Indonesia's Online Transportation Service in Medan." The results showed that the service quality variable has a positive and significant influence on consumer decisions. In general, the quality of driver service is still relatively low and unsatisfactory. Various consumer complaints are caused by several factors, including poor vehicle condition, drivers smoking while driving, and drivers unilaterally canceling orders. According to Zeithaml, Bitner, and Gremler (2017:6), good service creates a positive experience, which can increase loyalty and repeat purchase decisions by consumers.

The influence of price on user decisions

Based on Table 3.8, the partial test obtained a price variable t count of 1.494 < t table 1.65392 and a significant value of 0.137 > 0.05. Therefore, H0 is accepted and H2 is rejected. This means that the partial test results indicate that the price variable (independent) does not have a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, the hypothesis H0 is accepted and H2 is rejected.The results of this research are in accordance with the results of previous research by researchers from Agung,Suneni and Ika (2019) with the research title "The Influence of Service Quality, Price and Brand Image on Consumer Satisfaction of Grab Online Motorcycle Taxi Users". The results of the study showed that the price variable had no effect on consumer satisfaction where the results of the study obtained a calculated t value of 1.780 < t table 1.972. There are several reasons why price does not influence consumer decisions, such as: consumers prefer good service quality, brand image of online transportation, consumers are used to it nowadays and consumers feel that online transportation has become a daily necessity.

The influence of promotions on user decisions

Based on Table 8, the partial test shows that the promotional variable has a calculated t-value of 1.769 > t-table of 1.65392 and a significant value of 0.079 > 0.05. Therefore, H0 is accepted and H3 is rejected. This means that the partial test results indicate that the promotional variable (independent) does not have a significant influence on the user decision variable (dependent) of online transportation in Medan. From the results of this study, promotions do not have a strong enough influence to influence the decision to use online transportation. Thus, the hypothesis H0 is accepted and H3 is rejected.The results of this study are in accordance with the results of previous research by Sukmawati, D., and Nasir, M (2022) with the title "Analysis of the Influence of Service Quality, Price, and Promotion on Online Transportation User Decisions in Semarang City." The results of the study indicate that the Promotion variable has no significant effect on online transportation user decisions in Semarang City with a calculated t = 1.123 with a sign of 0.264.According to Tjiptono (2018), promotion is a form of marketing communication that functions to convey information, influence, and remind the target market about the existence of a product or service, and encourage purchasing decisions.There are several reasons why promotions do not have a significant influence on online transportation decisions: more important service quality, competitive prices, user habits, lack of trust, availability of information, security, comfort, and punctuality.

IV. CONCLUSION AND SUGGESTION

Conclusion

1. Based on Table III.8, the partial test shows that the service variable has a calculated t of 4.883 > t table of 1.65392 and a significant value of 0.00 < 0.05. Therefore, H1 is accepted and H0 is rejected. This means that the partial test results indicate that the service variable (independent) has a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, the hypothesis H1 is accepted and H0 is rejected.
2. Based on Table III.8, the partial test obtained for the price variable t count 1.494 < t table 1.65392 and a significant value of 0.137 > 0.05. Therefore, H0 is accepted and H2 is rejected. This means that the partial test results indicate that the price variable (independent) does not have a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, the hypothesis H0 is accepted and H2 is rejected.
3. Based on Table III.8, the partial test shows that the promotional variable has a calculated t-value of 1.769 > t-table of 1.65392 and a significant value of 0.079 > 0.05. Therefore, H0 is accepted and H3 is rejected. This means that the partial test results indicate that the promotional variable (independent) does not have a significant influence on the user decision variable (dependent) of online transportation in Medan. Thus, the hypothesis H0 is accepted and H3 is rejected.
4. Based on the results of the simultaneous test (F Test), the results of the simultaneous test obtained a calculated F value of 34.524 > F table 2.66 with a significance probability level of 0.000 < 0.05. Therefore, H1 is accepted and H0 is rejected. This means that the independent variables (service, price and promotion) simultaneously have a positive and significant effect on the dependent variable (user decision).
5. Based on the results of the determination coefficient test (R2 Test), the Adjusted R Square was 0.372, meaning that 37.2% of the variation in the dependent variable (user decision) can be explained by the variation in the independent variables (service, price, and promotion). While the remaining 62.8% (100% - 37.2% = 62.8%) can be explained as having an influence on user decisions caused by other variables.
6. From the results of this study, it was found that the variable that had the most influence on the decision of online transportation users in Medan (Y) was the service variable (X1) with a calculated t of 4,883, followed by the promotion variable (X3) with a calculated t of 1,769 and the price variable (X2) with a calculated t of 1,494.

Suggestion

1. In running an online transportation business, especially in the city of Medan, the company must formulate a sales strategy by implementing: good service, clear promotions and competitive prices with existing online transportation companies in Medan.
2. For the Faculty of Economics, Prima Indonesia University, it is recommended that the results of this research be published so that they can be used as reference material for further research.
3. For future researchers, it is recommended to add other variables beyond those already studied. The coefficient of determination (R^2) test yielded an Adjusted R^2 value of 37.2%. The higher the R^2 value, the more significant the independent variable's influence in explaining variation in the dependent variable.

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