The Influence Of Price, Service, And Promotion On The Decision To Use Gojek Transportation Services

Pengaruh Harga, Pelayanan Dan Promosi Terhadap Keputusan Penggunaan Jasa Angkutan Gojek

Hendi Naulibasa[1], Felicia[2], Jesselyn Salim[3], Holfian Daulat Tambun Saribu[4*], Rintan br Saragih[5]
Universitas Prima Indonesia, Medan City, Indonesia[1,2,3,4]
Universitas Methodist Indonesia, Medan City, Indonesia[5]
holfiandts@yahoo.co.id

*Coresponding Author

ABSTRACT
Competition in the online transportation market is becoming increasingly fierce with the presence of Gojek, Grab, and others. Gojek has built a broad service ecosystem but faces challenges such as fare increases that are considered disproportionate, declining service quality, long waiting times, and technical issues with the application. These factors may encourage users to switch to other services. This research follows a quantitative approach as it has a clear and structured flow. The type of research conducted is quantitative research. The nature of this study is causal research, also known as explanatory research, which examines whether there is a cause-and-effect relationship between two separate events. This occurs when a change in one independent variable causes a change in the dependent variable. The research population consists of all students of the Faculty of Economics at Universitas Prima Indonesia who use Gojek as an online transportation service, though the exact number is unknown or biased. Since the population size is uncertain, the sampling technique used is the Lemeshow formula. The Lemeshow formula approach is explained as a method for calculating the sample size when the total population is unknown. The sampling technique used is accidental sampling, where respondents are randomly selected as research samples. The research findings indicate that price influences the decision to use Gojek transportation services. Service quality also affects the decision to use Gojek. Additionally, promotions have an impact on the decision to use Gojek. Overall, price, service, and promotion collectively influence the decision to use Gojek transportation services.
Keywords: Price, Service, Promotion, Usage Decision.

ABSTRACT
Persaingan di pasar transportasi online semakin ketat dengan kehadiran Gojek, Grab, dan lainnya. Gojek telah membangun ekosistem layanan yang luas, namun menghadapi tantangan seperti kenaikan tarif yang dianggap tidak proporsional, penurunan kualitas layanan, waktu tunggu yang lama, dan masalah teknis pada aplikasi. Faktor-faktor ini dapat mendorong pengguna untuk beralih ke layanan lain. Penelitian ini menggunakan pendekatan kuantitatif karena memiliki alur yang jelas dan terstruktur. Jenis penelitian yang dilakukan adalah penelitian kuantitatif. Sifat penelitian ini adalah penelitian kausal, juga dikenal sebagai penelitian eksplanatori, yang menguji apakah terdapat hubungan sebab-akibat antara dua peristiwa terpisah. Hal ini terjadi ketika perubahan pada variabel independen menyebabkan perubahan pada variabel dependen. Populasi penelitian terdiri dari seluruh mahasiswa Fakultas Ekonomi Universitas Prima Indonesia yang menggunakan Gojek sebagai layanan transportasi online, meskipun jumlah pastinya tidak diketahui atau bias. Karena ukuran populasi tidak pasti, teknik sampling yang digunakan adalah rumus Lemeshow. Pendekatan rumus Lemeshow dijelaskan sebagai metode untuk menghitung ukuran sampel ketika populasi total tidak diketahui. Teknik sampling yang digunakan adalah sampling acak, di mana responden dipilih secara acak sebagai sampel penelitian. Hasil penelitian menunjukkan bahwa harga mempengaruhi keputusan untuk menggunakan layanan transportasi Gojek. Kualitas layanan juga mempengaruhi keputusan untuk menggunakan Gojek. Selain itu, promosi memiliki dampak pada keputusan untuk menggunakan Gojek. Secara keseluruhan, harga, layanan, dan promosi secara bersama-sama mempengaruhi keputusan untuk menggunakan layanan transportasi Gojek.
Kata kunci: Harga, Layanan, Promosi, Keputusan Penggunaan.

1. Introduction

The advancement of technology has transformed many aspects of daily life, especially through digitalization and increasing connectivity. Innovations in information and communication technology, such as artificial intelligence, the Internet of Things, and big data, have accelerated progress in various sectors, including transportation. The convenience of online transportation is a tangible example of this technological impact. Smartphone-based applications enable users to book transportation services quickly and easily with just a few taps. This system not only simplifies the booking process but also enhances transparency in pricing and waiting times while making navigation easier with real-time tracking features.

The presence of online transportation brings significant benefits that impact daily life and the overall economic dynamics. One of the main advantages is the ease and efficiency of booking transportation. With smartphone-based applications, users can request transportation services anytime and anywhere with just a few taps, reducing the need to wait by the roadside or search for taxis conventionally. Additionally, the real-time tracking feature provided by online transportation apps allows users to monitor their trips, enhancing safety and reducing uncertainty. Online transportation also offers a more flexible and affordable alternative for various segments of society, as fares are transparent and often competitive. The existence of online transportation encourages innovation and healthy competition in the transportation market, which in turn improves service quality and consumer choices. Furthermore, this app-based business model creates new job opportunities for drivers and contributes to the local economy. Overall, the benefits of online transportation include accessibility, increased safety, flexibility, and positive economic and employment impacts.

In the context of competition among online transportation services, the market has become increasingly competitive with the presence of major players such as Gojek, Grab, and others. Each company strives to offer additional features, more competitive fares, and higher-quality services to attract and retain customers. Gojek, as one of the pioneers of online transportation services in Indonesia, has successfully built a broad ecosystem by providing various services, from motorcycle taxis to food delivery and shopping.

2.   Literature Review

Price

According to Darmis (2021:9), price is the amount of money that must be paid to obtain goods. Meanwhile, according to Wijayanti (2019:51), price is the result of a policy regarding the determination of product pricing, which includes price lists, discounts, payment periods, credit terms, or other related policies.

Service Quality

According to Pramezwary et al. (2023:75), service quality is an assessment of the reliability and superiority of the service provided. Service quality must start from customer needs and end with customer perception. Service quality encompasses all activities carried out by a company to meet consumer expectations. According to Rachmawati (2022:123), service quality is a necessity that must be immediately implemented to maintain trust and business sustainability. Service quality can be defined as the level of support provided to users of a system or application. Assessing service quality can be done by comparing users' perceptions of the service received with the actual service provided.

Promotion

According to Firmansyah (2020:2), promotion is a means by which a company seeks to inform, persuade, and remind consumers directly or indirectly about the products and brands it sells. According to Febriani and Dewi (2018:81), promotion is a tool used by companies to

inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they offer.

Service Usage Decision

According to Firmansyah (2018:27), a purchasing decision is a problem-solving activity undertaken by an individual in selecting the most appropriate behavioral alternative from two or more available options, deemed the most suitable choice after going through a decision-making process. According to Rossanty et al. (2018:19), in a purchasing case, consumers can make several sub-decisions, including brand selection, supplier choice, quantity, time of execution, and payment method. For complex products, consumers require a longer consideration period before making a purchase decision, whereas for simpler products such as daily necessities, consumers tend to make purchasing decisions more easily.

3. Research Method

This research will be conducted at Universitas Prima Indonesia, located in Medan. The research period will take place from September 2024 to April 2025. This study adopts a quantitative approach as it follows a clear and structured flow. The type of research conducted is quantitative research. The nature of this study is causal research, also known as explanatory research, which examines whether there is a cause-and-effect relationship between two separate events. This occurs when a change in one independent variable causes a change in the dependent variable. The research population consists of all students from the Faculty of Economics at Universitas Prima Indonesia who use Gojek as an online transportation service, with an unknown or biased population size. Since the exact population is unknown, the sampling technique used is the Lemeshow formula. The Lemeshow formula is applied to calculate the required sample size for a population with an uncertain or unknown size, resulting in a total of 96 research samples. The sampling technique employed is accidental sampling, where respondents are randomly selected as research samples.

4. Result and Discussion

Normality test

The normality test is for screening the normality of the data, which aims if there is normality, then the residuals will be distributed normally and independently. For testing the normality of the data, in this study the normality test will be detected through graphical analysis and statistics generated through regression calculations. A good regression model is to have a normal or close to normal data distribution. For the measurement of data normality, if the histogram graph follows a normal curve that forms mountains or bells, the data will be normally distributed. The normality test can be done in 2 ways, namely with a histogram graph and a normal probability plot of regression. If the data spreads around the diagonal line and follows the direction of the diagonal line, the histogram graph and the normal probability plot of regression show a normal distribution pattern, then the regression model fulfills the assumption of normality. If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line, the histogram graph of normal probability plot of regression does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.
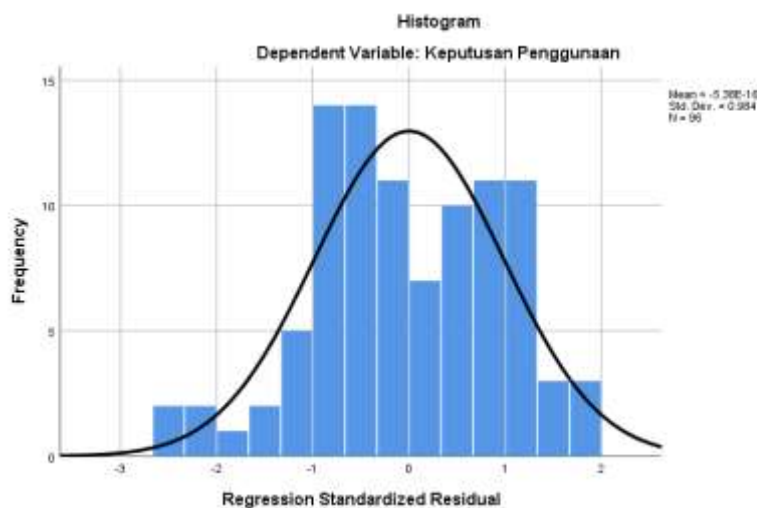
Figure 2. Histogram Graphic

Based on the picture above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.
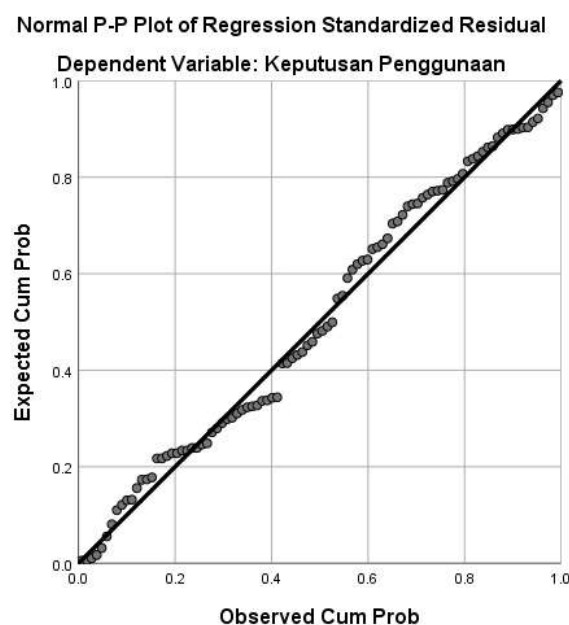

Figure 3. Normal Probability Plot Of Regression Graphic

Based on the picture above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed.

One of the normality tests is to use Kolmogorov Smirnov with the following criteria:

a. If the value of Asymp. Sig. > 0.05, the data is normally distributed.
b. If the value of Asymp. Sig. <0.05, the data is not normally distributed.

Table 2. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.10996501

Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.066
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research Result, 2025

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

The multicollinearity test is used to see the relationship between the independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable. The basis for decision making in the multicollinearity test are:

a. There is no multicollinearity if the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is less than 10.
b. Multicollinearity occurs if the tolerance value is less than 0.1 and the VIF (Variance Inflation Factor) value is greater than or equal to 10.

Table 3. Multicollinearity Test

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	6.023	1.712		3.517	.001		
Harga	-.131	.046	-.190	-2.866	.005	.901	1.110
Pelayanan	.187	.060	.246	3.132	.002	.641	1.560
Promosi	.396	.052	.599	7.640	.000	.641	1.561
a. Dependent Variable: Keputusan Penggunaan							

Source: Research Result, 2025

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that there is no problem in the multicollinearity test.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The measurement method uses a scatterplot where if there is a certain pattern, such as points that form a certain regular pattern, it identifies heteroscedasticity and vice versa if there is no clear pattern, and the points spread above and below the number 0 on the Y axis. , then there is no heteroscedasticity. If the t test for the independent variable has a sig value > 0.05 (5%), then it can be ascertained that there is no heteroscedasticity.
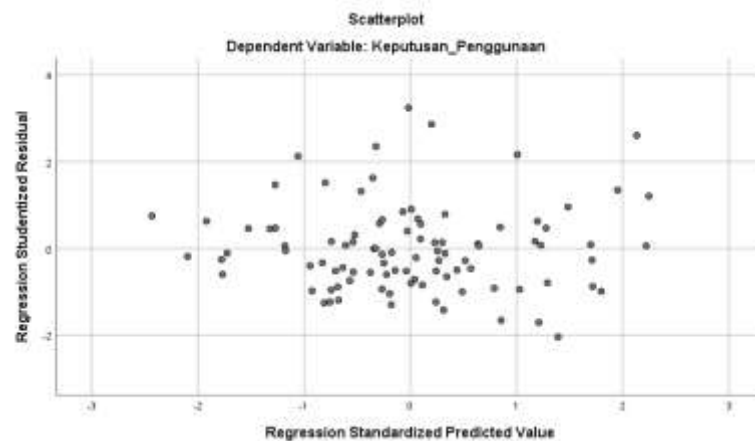
Figure 4. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input of the independent variable.

Multiple Linear Regression Analysis

Based on the number of independent variables, the regression is divided into 2, namely simple linear regression and multiple linear regression. For simple linear regression it only consists of one independent variable and one dependent variable, while for multiple linear regression it consists of 2 or more independent variables and one dependent variable.

Table 5. Multiple Linear Regression Analysis Test

	Coefficientsª							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.023	1.712		3.517	.001		
	Harga	-.131	.046	-.190	-2.866	.005	.901	1.110
	Pelayanan	.187	.060	.246	3.132	.002	.641	1.560
	Promosi	.396	.052	.599	7.640	.000	.641	1.561
a. Dependent Variable: Keputusan Penggunaan								

Source: Research Result, 2025

Usage Decision = 6.023 - 0.131 Price + 0.187 Service + 0.396 Promotion + e

Based on the equation above, the interpretation is as follows:
a. The constant (a) = 6.023, meaning that if the independent variables, namely Price (X1), Service (X2), and Promotion (X3), are equal to 0, then the Usage Decision (Y) is 6.023.
b. If there is an increase in Price, the Usage Decision will decrease by 13.1%.
c. If there is an increase in Service, the Usage Decision will increase by 18.7%.
d. If there is an increase in Promotion, the Usage Decision will increase by 39.6%.

Coefficient of Determination

R Square (R2) is often referred to as the coefficient of determination is to measure the goodness of fit of the regression equation, which is to provide the proportion or percentage of total variation in the dependent variable described by the independent variable. The value of R2 lies between 0 – 1 and the fit of the model is said to be better if R2 is getting closer to 1. Therefore, to compare two R2 from two models, one must take into account the number of independent variables in the model. This can be done using Adjusted R Square. The term

adjustment means that the value of R2 has been adjusted to the number of variables (degrees of freedom) in the model. Indeed, this adjusted R2 will also increase as the number of variables increases, but the increase is relatively small. It is often also recommended, if there are more than two independent variables, it is better to use Adjusted R Square.

Table 6.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799[a]	.638	.626	2.144

a. Predictors: (Constant), Promosi, Harga, Pelayanan

b. Dependent Variable: Keputusan Penggunaan

Source: Research Result, 2025

Based on the table above, the Adjusted R Square coefficient value is 0.626. This indicates that the variables Price (X1), Service (X2), and Promotion (X3) can explain their influence on Usage Decision (Y) by 62.6%. Meanwhile, the remaining 37.4% is influenced by other independent variables that were not analyzed in this study.

Simultaneous Hypothesis Testing (F Test)

The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent variable. The following are the steps in the F statistical test at the 95% confidence level with degrees of freedom df 1 = (k-1) and df 2 = (n-k).

Criteria:

If Fcount > Ftable, Ho is rejected and Ha is accepted.

If Fcount < Ftable Ho is accepted and Ha is rejected.

If p < 0.05, Ho is rejected and Ha is accepted.

If p > 0.05 Ho is accepted and Ha is rejected.

Table 7. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	744.398	3	248.133	53.976	.000[b]
	Residual	422.935	92	4.597		
	Total	1167.333	95			

a. Dependent Variable: Keputusan Penggunaan

b. Predictors: (Constant), Promosi, Harga, Pelayanan

Source: Research Result, 2025

Based on the table above, the F-table value is 2.70 with a significance level of α = 5% (0.05), while the calculated F-value (Fhitung) is 53.976 with a significance value of 0.000. These findings indicate that the study accepts Ha and rejects H0. The comparison between the calculated F-value and the F-table value proves that, simultaneously, Price, Service, and Promotion have a significant influence on Usage Decision.

Partial Hypothesis Test (t Test)

The t test is a test carried out to determine the relationship of the independent variable to the dependent variable partially. The level of significance is 5%.

Criteria:

If tcount > ttable, Ho is rejected and Ha is accepted.

If tcount < ttable Ho is accepted and Ha is rejected.

If p < 0.05, Ho is rejected and Ha is accepted.

If p > 0.05 Ho is accepted and Ha is rejected.

Table 8.

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.023	1.712		3.517	.001		
	Harga	-.131	.046	-.190	-2.866	.005	.901	1.110
	Pelayanan	.187	.060	.246	3.132	.002	.641	1.560
	Promosi	.396	.052	.599	7.640	.000	.641	1.561

a. Dependent Variable: Keputusan Penggunaan

Source: Research Result, 2025

Based on the table above, the findings indicate:

a. For the Price variable (X1), the t-value (thitung) is 2.866, which is greater than the t-table value (1.987), with a significance level of 0.005, which is less than 0.05. This suggests a significant negative partial influence between Price and Usage Decision.

b. For the Service variable (X2), the recorded t-value is 3.132, which is also greater than the t-table value (1.987), with a significance level of 0.002, which is less than 0.05. Therefore, it can be concluded that Service has a significant partial influence on Usage Decision.

c. For the Promotion variable (X3), the t-value is 7.640, which is greater than the t-table value (1.987), with a significance level of 0.000, which is less than 0.05. This confirms a significant partial influence between Promotion and Usage Decision.

5. Conclusion

The conclusions drawn by the researcher from this study are as follows:

a. Price has an influence on the Decision to Use Gojek transportation services.
b. Service has an influence on the Decision to Use Gojek transportation services.
c. Promotion has an influence on the Decision to Use Gojek transportation services.
d. Price, Service, and Promotion collectively influence the Decision to Use Gojek transportation services.

Recommendation

The research results suggest:

a. For Researchers

This study is expected to be continued in the future to explore other potential factors that may influence the decision to use services.

b. For Companies

Companies are encouraged to enhance service usage decisions by focusing on key aspects such as pricing, service quality, and promotional strategies.

c. For the Faculty of Economics, Universitas Prima Indonesia

The Bachelor's in Management program at the Faculty of Economics, Universitas Prima Indonesia, can utilize this research as a reference and foundation for future studies related to the examined variables.

d. For Future Researchers

Future researchers are advised to consider incorporating additional variables beyond price, service, and promotion to gain a more comprehensive understanding of the factors influencing service usage decisions.

References

Ariawan, Wisna Putu, I Made Ardana, & I Made Sugiarta. (2017). Statistical Application

Package. Depok: RajaGrafindo Persada.

Darmis. (2021). Factors Influencing Room Prices. Solo: Yayasan Lembaga Gumun.

Febriani, N. S., & Dewi, Wayan W. A. (2018). Theory and Practice: Integrated Marketing Communication Research. Jakarta: UB Press.

Firmansyah, A. (2018). Consumer Behavior (Attitudes and Marketing). Publisher.

Firmansyah, Anang. (2020). Marketing Communication. Yogyakarta: Deepublish Publisher.

Ghodang, Hironymus. (2020). Quantitative Research Methods: Basic Concepts & Applications of Regression and Path Analysis Using SPSS. Medan: Penerbit Mitra Grup.

Herlina, V. (2019). A Practical Guide to Processing Questionnaire Data Using SPSS. Jakarta: PT. Elex Media Komputindo.

Marsam. (2020). The Influence of Leadership Style, Competence, and Commitment on Employee Performance at Technical Implementation Units in Yapis Branch, Biak Numfor District. Pasuruan: Qiara Media.

Mustafa, Pinton Setya, Hafidz Gusdiyanto, & Andif Victoria. (2020). Research Methodology: Quantitative, Qualitative, and Classroom Action Research in Sports Education. Malang: Universitas Negeri Malang.

Priyatno, D. (2018). SPSS: An Easy Guide to Data Processing for Students & the Public. Yogyakarta: CV. Andi Offset.

Rachmawati, Rina, Dewi, & Budi Alamsyah Siregar. (2022). Entrepreneurship. Yogyakarta: Deepublish Publisher.

Rangkuti, Anna Armeini. (2017). Inferential Statistics for Psychology and Education. Jakarta: Kencana.

Riyanto, S., & Aglis, A. H. (2020). Quantitative Research Methods in Management, Engineering, Education, and Experimental Fields. Yogyakarta: Deepublish Publisher.

Rossanty, Y., Nasution, M. D. T. P., & Ario, F. (2018). Consumer Behavior in the Millennial Era. Medan: Penerbit Lembaga Penelitian dan Penulisan Ilmiah Aqli.

Sugiyono. (2019). Accounting Research Methods. Yogyakarta: Deepublish Publisher.

Sudarto, Ferry, et al. (2019). Quantitative Methods for Measuring Campus Website User Satisfaction. Klaten: Lakeisha.

Wijayanti, T. (2019). Marketing Plan! in Business. Jakarta: PT. Elex Media Komputindo.