

The Influence Of Service Quality, Price And Promotion On Purchasing Decision In Go Ride (Gojek) Service

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Abstract: This research aims to analyze the influence of Service Quality (X1), Price (X2) and Promotion (X3) on Purchasing Decision (Y) of Go Ride customers in South Jakarta. Furthermore, instrument used research is questionnaire, then processed through SPSS 22.0 with several test conducted namely, data quality test, classical assumption test, multiple regression analysis and hypothesis testing. Meanwhile, the amounts of participations in this study were 120 respondents using purposive sampling method with population the customer of Go Ride that are living in South Jakarta. Conclusion is obtained through T-test that indicate Service Quality have significant influence on Purchasing Decision as partially. Price have significant influence on Purchasing Decision as partially. Promotion have significant influence on Purchasing Decision as partially.

Keywords: Service Quality, Price, Promotion, Purchasing, Decision

INTRODUCTION

The rapid development of digital technology in recent years has completely changed how people go about their daily lives. Especially in areas like South Jakarta, online transportation services have become an important part of how people move around. One of the most popular and widely used services is GoRide from Gojek. GoRide has become a practical and fast solution for people who need to get from one place to another, particularly in Jakarta's notorious traffic jams. Many people in South Jakarta choose GoRide not just because they want to get to their destination, but also because they're looking for an efficient and time-saving option. Riding with GoRide is seen as more convenient than driving a private vehicle and dealing with stressful traffic. With GoRide, people can order a ride directly from the app, see the estimated arrival time and cost, and simply sit back on the bike while checking work updates on their phone. However, in a market that's getting more crowded with new competitors and similar services, GoRide needs to ensure it truly understands why people in South Jakarta choose their service. The decision to buy or use an online transportation service isn't just about the price or how fast it is, it's about three key factors that work together. These 3 factors are:

Service Quality. This isn't just about whether the driver is polite or if the bike is clean; it's about the entire experience. Is the ride smooth? Is the app easy to use? Are there any annoying issues that might make people hesitate to use the service again? All these details influence customers' perceptions and ultimately affect their decision to keep using GoRide or switch to a competitor.

Price. For many customers in South Jakarta, price is still a major factor. Fair and transparent pricing can attract new customers and help retain loyal ones. But price isn't only about being the cheapest option, it's about whether the price feels fair compared to the quality of service. Customers are more likely to choose GoRide if they believe they're getting real value for what they're paying.

Promotion. Promotions like discounts, cashback, and loyalty programs are clear reasons why people in South Jakarta might give GoRide a try. Promotions don't just save money; they make customers feel appreciated and valued. Promotions can even encourage people to use GoRide more frequently, creating a sense of added value every time they open the app.

RESEARCH METHOD

This study uses a quantitative approach with a causal-associative design to examine the factors influencing Go Ride customers' purchasing decisions in South Jakarta. Respondents were selected using purposive sampling, requiring them to have used Go Ride at least twice in the past month. From this, 120 valid responses were collected. The questionnaire, adapted from previous research, was structured on a five-point Likert scale. Data analysis was carried out using SPSS 22.0, including validity and reliability checks, classical assumption tests (normality, multicollinearity, and heteroscedasticity), as well as multiple regression analysis. To test the hypotheses, both T- tests and F-tests were applied, complemented by the coefficient of determination (R^2). These steps were taken to ensure the results are statistically sound and provide clear insights into how service quality, price, and promotion on purchasing decisions.

RESULT AND DISCUSSION

Normality Test

Table 1. One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	120
Normal Parameters	
Mean	,0000000
Std. Deviation	156,968,319
Most Extreme Differences	
Absolute	,107
Positive	,107
Negative	-,077
Test Statistic	,107
Asymp. Sig. (2-tailed)	,002 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The inferential analysis begins by carrying out a residual normality test of the sample data using statistical analysis of the One – Sample – Kolmogorov – Smirnov Test (Table 1) to obtain the Asymp value. Sig (2-tailed) is $0.02 < 0.05$. From the test results, it can be said that the residual data in this study is normally distributed.

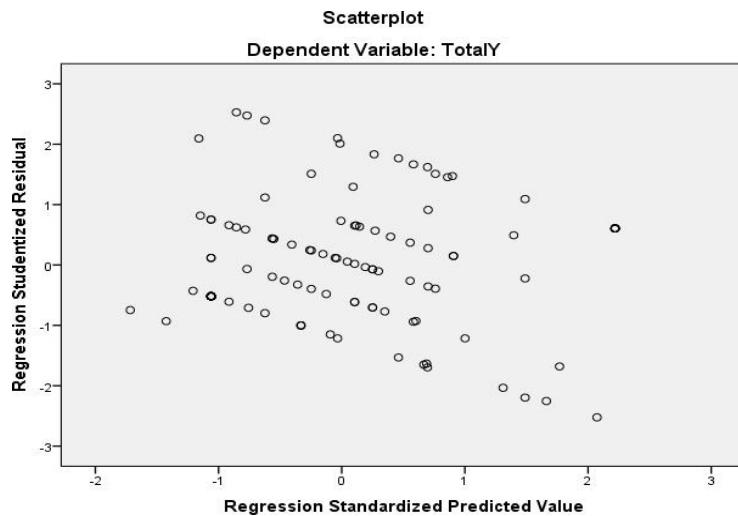


Figure 1. Normal Graph P-P Plot

The result of the Heteroscedasticity Test (Image 1) Show that heteroscedasticity does not occur in the regression model.

Multiple Regression Analysis Test

Table 2. Output of Multiple Regression Analysis Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Collinearity Statistics (Tolerance)	VIF
(Constant)	7,827	2,120	—	3,691	,000	—	—
TotalX1	,145	,087	,148	1,660	,100	,778	1,285
TotalX2	,204	,101	,198	2,016	,046	,640	1,562
TotalX3	,301	,095	,308	3,185	,002	,661	1,514

Based on the results of multiple regression test, the following regression equation is obtained:

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

$$Y = 7.827 + 0.145X_1 + 0.204X_2 + 0.301X_3 < 0.05$$

The regression equation shows that:

- a = a constant value of 7.827 means that if the variable Service Quality (X1), Price (X2) and Promotion (X3) the value is 0, then the Purchasing Decision Value (Y) is 0.301
- b1 = Service Quality coefficient (X1) of unit 1 value will cause an increase in Purchasing Decision (Y) of 0.145
- b2 = Price regression coefficient (X2) has a value of 0.399. This means price (X2) of 1 unit value will cause an increase in Purchasing Decision (Y) of 0.204
- b3 = Promotion regression coefficient (X3) has a value of 0.356. This means Promotion (X3) of 1 unit value will cause an increase in Purchasing Decision (Y) of 0.301

Based on T Test, the following results were obtained:

- H1: Service Quality has significant impact on Purchasing Decision
Variable of X1 (Service Quality), t count > t table which is $1.898 > 1.65765$ and significant value is $0.001 > 0.05$. So, it's evident that the independent variable partially and significantly influences the dependent variable. Or in other words, the first hypothesis is accepted, Service Quality (X1) partially has a positive and significant influence on purchasing decision (Y) at Customer GoRide, South Jakarta
- H2: Price has significant impact on Purchasing Decision

Variable of X2 (Price), t count $>$ t table which is $1.882 > 1.65765$ and significant value is $0.003 > 0.05$. So, it's evident that the independent variable partially and significantly influences the dependent variable. Or in the other words, the second hypothesis is accepted, Price (X2) has significant influence on Purchasing Decision at Customer GoRide, South Jakarta

c) H3: Promotion has significant impact on Purchasing Decision

Variable of X3 (Promotion), t count $>$ t table which is $3.078 > 1.65765$ and significant value is $0.003 < 0.05$. So, it's evident that the independent variable partially and significantly influences the dependent variable. Or in other words, the third hypothesis is accepted, Promotion (X3) partially has a positive and significant influence on Purchasing Decision at Customer GoRide, South Jakarta

3. Interpretation of Research

1. The Influence of Service Quality on Purchasing Decision

The researches shows that Service Quality have a significant impact on purchasing decision. Service Quality does positively affects customers purchasing decisions. Dimensions such as reliability, assurance, tangibles, empathy, and responsiveness play a vital role in enhancing customer satisfaction and trust, encouraging them to choose GoRide services.

2. The Influence of Price on Purchasing Decision

The researches shows that Price have a significant impact on purchasing decision. Price does influence on purchasing decisions. Transparent and competitive pricing, coupled with perceived value, contributes to customer loyalty and their decision to repeatedly use GoRide..

3. The Influence of Promotion on Purchasing Decision

The researches shows that Promotion have a significant impact on purchasing decision. Promotion does influence on purchasing decisions. Various promotional activities such as discounts, cashback offers, digital advertising, and community campaigns effectively attract customers and increase usage frequency

CONCLUSION

Drawing from the data analysis and hypothesis testing conducted, the study reaches the following conclusions:

- a. Buy-Now, Pay-Later (BNPL) schemes do not significantly influence the impulsive buying behavior of Generation Z e-commerce consumers in Jabodetabek.
- b. Social media influence significantly influences the impulsive buying behavior of Generation Z e-commerce consumers in Jabodetabek.
- c. Peer pressure significantly influences the impulsive buying behavior of Generation Z e-commerce consumers in Jabodetabek.
- d. Simultaneously, Buy-Now, Pay-Later schemes, social media influence, and peer pressure significantly influence the impulsive buying behavior of Generation Z e-commerce consumers in Jabodetabek.

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