



THE EFFECT OF PRICE AND ADVERTISING PROMOTION ON THE INTEREST OF ONLINE TRANSPORTATION SERVICE USERS

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan promosi iklan terhadap minat masyarakat menggunakan jasa transportasi *online* Grab. Pendekatan yang digunakan adalah teknik nonprobability sampling yaitu sampling purposive. Data dianalisis secara statistik dengan menggunakan analisis uji validitas, reliabilitas, uji asumsi klasik, regresi linear berganda, dan uji determinasi (R^2). Sumber data yang digunakan dalam penelitian ini adalah data primer dengan menggunakan bantuan alat analisis data software SPSS 25.0. Subjek penelitian ini berjumlah 78 responden yang menggunakan jasa transportasi *online* Grab dengan metode pengumpulan data menggunakan penyebaran kuisioner. Selain itu, data sekunder diperoleh dari sumber data yang tidak langsung seperti artikel dan jurnal. Hasil analisis menunjukkan secara persial 1 variabel harga berpengaruh positif dan signifikan terhadap minat masyarakat menggunakan jasa transportasi *online* Grab. Sedangkan variabel promosi iklan tidak berpengaruh terhadap minat masyarakat menggunakan jasa transportasi *online* Grab. Uji secara simultan menghasilkan harga dan promosi iklan berpengaruh positif dan signifikan terhadap minat masyarakat menggunakan jasa transportasi *online* Grab.

Keyword: Harga, Promosi Iklan, Minat, Grab.

Abstract

This study aims to analyze the influence of price and advertising promotion on people's interest in using Grab online transportation services. The approach used is a nonprobability sampling technique, namely purposive sampling. The data were statistically analyzed using validity test, reliability test, classical assumption test, multiple linear regression, and determination test (R^2). The data source used in this study is primary data using the help of SPSS 25.0 software data analysis tools. The subjects of this study are 62 respondents who use Grab online transportation services with a data collection method using questionnaire distribution. In addition, secondary data is obtained from indirect data sources such as articles and journals. The results of the analysis show that price variables have a positive and significant effect on people's interest in using Grab online transportation services. Meanwhile, the variable of advertising promotion has no effect on people's interest in using Grab online transportation services. The test simultaneously produced prices and advertising promotions that had a positive and significant effect on people's interest in using Grab online transportation services.

Keywords: Price, Advertising Promotion, Interest, Grab.

INTRODUCTION

Technological progress has been greatly driven by the emergence of the Internet. With the rapid development of science and information technology today, it has also encouraged all areas of human life. (Jie, et al., 2023). Information technology has become a major facility in various sectors of life which has contributed greatly to fundamental changes in the management of organizations, education, transportation, health, and education. (Pratama & Wahyudin, 2023). The role of transportation is very important in achieving economic development goals because transportation is the movement or movement of people using it auxiliary equipment, such as a vehicle, to reach its destination. The growth rate of the transportation services industry is not much different with the growth rate of other industries. Transportation services business faces stiff competition as customers become smarter, more price sensitive and more demanding. Online transportation is one example of application-based technology development that was welcomed quite well at the beginning of its emergence because it was considered as one of the best innovations today. (Aziah & Adawia, 2018). Online transportation facilities that are private and can be ordered by guests users via their smartphones and at more affordable prices such as online taxis and online motorcycle taxis are slowly making the role of motorcycle taxis conventional/baseline transportation is starting to be replaced by the existence of online transportation, considering the many promos and discount programs offered by online transportation application owners. Online transportation has now become an alternative for people who want to use cheap and practical transportation, which turns out to be in great demand Interest in online transportation is also increasing because the prices are relatively cheap, and easy to order, namely just using the application and users just have to wait at the place, as well as the costs listed to get to their destination. This is different from conventional transportation, where sometimes passengers have to come to the base or wait on the side of the road and are then offered a variety of prices that are slightly more expensive than online transportation. So the number of people interested in motorbike taxis tends to decrease and they switch to online transportation. This is makes some conventional transportation start to reject the presence of online transportation in several places.

Wibawa, et al. (2022) describe Grab is a type of online transportation from Singapore, which provides online transportation services and other services, this company was founded in 2012 by Anthony Tan and TAN Hoi Ling, the Grab application has been downloaded almost 100 million times on Google Play on the Android operating system, Grab has digital payment service called ovo, in the Grab online transportation service application, for the Grab Bike service, the initial price or lowest price is set at the same price as Gojek, namely IDR. 13,000 and for Grab Car it is IDR. 18,000. Price competition between online transportation services and others creates conditions that are not conducive, from this price competition the driver suffers, the driver's income is reduced, because some consumers or customers will choose services with cheap prices, price is an important point in terms of satisfying consumers , because price is the amount of money required in exchange for various combinations of products and services, thus a price must be linked to various kinds of goods or services which will ultimately be the same as one product and service.



Figure 1. Grab

The State of Mobile 2024 Report published Data.ai shows that there are at least five best-selling online transportation applications downloaded (downloaded) in Indonesia throughout 2022-2023. Gojek ranks first with an average of 957 thousand downloads per month from Indonesia mobile phone or smartphone users in 2023. Unfortunately, that figure has plummeted 29% from the previous average of 1.35 million downloads per month in 2022. The 2023 figure is the smallest during 2020-2023. In fact, the average download of the Gojek application had skyrocketed to 1.65 million downloads in just one month, namely January 2020. In second place is Maxim with an average download per month reaching 892 thousand in 2023. This figure increased by 15.39% from last year which was 773 thousand downloads per month. Third, inDrive, with an average of 321 thousand downloads per month in 2023. An increase of only 8.08% from the previous year of 297 thousand per month. Grab Driver followed in fourth place with 170 thousand downloads per month in 2023, down 17.87% from 2022 which was 207 thousand downloads per month. Meanwhile, Taxsee Driver ranks last with an average of 135 thousand downloads in 2023, up 19.46% from 2022 which was 113 thousand downloads per month.

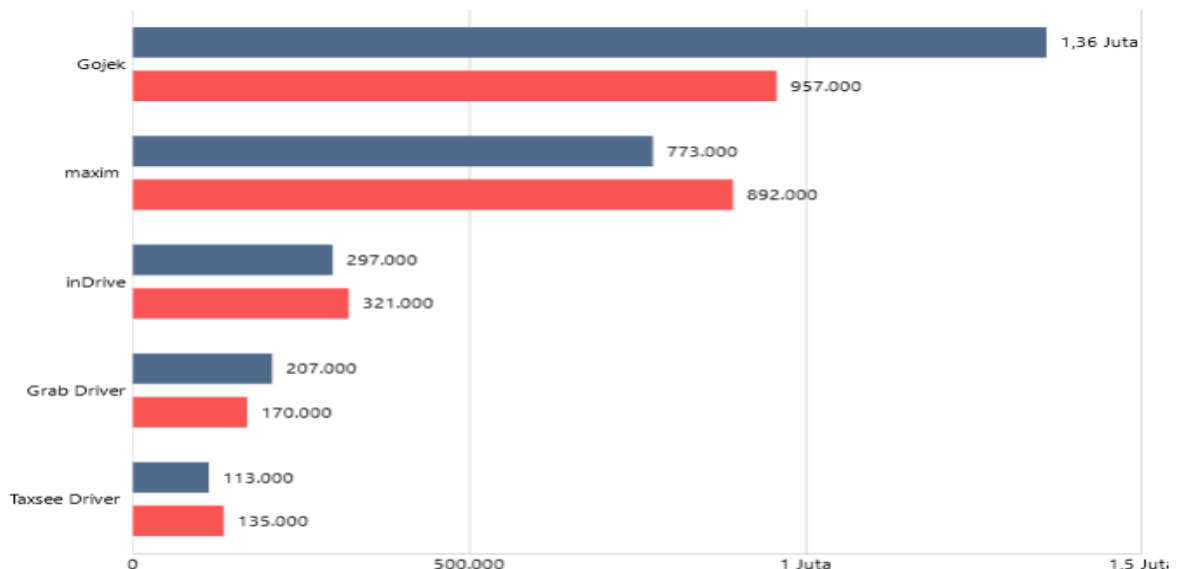


Figure 2. Online Transportation Applications with the Most Downloads in Indonesia (2022-2023)

(Source : <https://databoks.katadata.co.id>)

Grab is one of the companies that carries out an effective and unique marketing strategy. Until now, Grab is still one of the most widely used online transportation service providers in

Indonesia. Starting from transportation services, the company now has other services such as food delivery and payments that can be accessed through mobile applications. Initially, Grab was established in Malaysia, before later moving their headquarters to Singapore. In Indonesia, Grab serves vehicle bookings such as motorcycle taxis (GrabBike), cars (GrabCar), taxis (GrabTaxis), couriers (GrabExpress), food delivery (GrabFood), and carpooling (GrabHitch Car). Grab is currently available in 125 cities across Indonesia, ranging from Banda Aceh - Aceh to Jayapura - Papua. One of the marketing activities that provides the fastest results and engagement from target users is through attractive content loaded with visuals. One of the marketing activities that provides the fastest results and engagement from target users is through the promotion of attractive and visually laden advertisements. Starting from images to videos, if applied properly, it can be a powerful marketing tool.

The success of Grab is certainly inseparable from the marketing strategy used by Grab, advertising greatly affects the decision of every person who sees it. Advertising also strongly encourages consumers to choose what they want and need. With the presence of advertisements, can influence consumers on the brand being promoted. Because in these advertisements, they usually provide information about the benefits of the advertised brand so as to increase interest in using the application on consumers. One of the things that supports the success of Grab online transportation is also inseparable from its role in pricing, Grab offers a price that is clear depending on the distance of transportation traveled, this can be minimizing fraudulent actions or treatment that can be carried out by Grab partners to customers because this is Gojek gaining trust from the public and customers and Grab's reputation in the transportation sector has also increased, but the price set must also consider price competitiveness with similar products, this happens when the tariff decided for a particular service can compete in the market with similar services. Grab also has disadvantages, namely: (1) few services, (2) cannot make more than one order at a time, (3) restrictions on using accounts on different devices, (4) there is only OVO for non-cash payments, (5) cannot make payments using two methods at once.

With all the advantages and disadvantages of Grab, of course, there is an influence that supports everyone's interest in using the Grab application, so based on the background that has been described, the researcher takes the influence of Price and Advertising Promotion to find out the extent of the influence of price and advertising promotion on the interest of the public who use online transportation services (Grab).

METHOD

This study uses a quantitative approach. According to Sugiyono (2020), the quantitative research method can be interpreted as A research method based on the philosophy of positivism, used to research on a specific population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing the hypothesis that has been set. Data sources are obtained from primary and secondary data. Primary data is a source of research data obtained directly from the original source (not through intermediary media). Primary data in the study This was obtained by distributing questionnaires directly to the Grab user community. While secondary data sources are in accordance with journals and articles that related to the topic of research on the influence of price and advertising promotion on the Grab user community. The data collection technique used in writing this final report uses a Questionnaire/Questionnaire by distributing a google form link via Whatsapp. The data analysis used in this study was based on a likert scale obtained from the distribution of questionnaires and had been responded to by respondents.

RESULT

Data Collection Results

In this study, the object of the research is the community of Grab online transportation users. The questionnaire is distributed directly to respondents who fill out the questionnaire on the google form application.

Table 1. Classification of Respondents by Gender

Age	Respondents	Percent
15 - 25	26	34,3%
26 - 36	38	40,9%
37 - 47	14	24,8%

Source : Data Processed, 2024

The statistical requirements used in this study were the normality test, the heteroscedasticity test, and the multicollinearity test. The results of the normality test are shown in Figure 3.

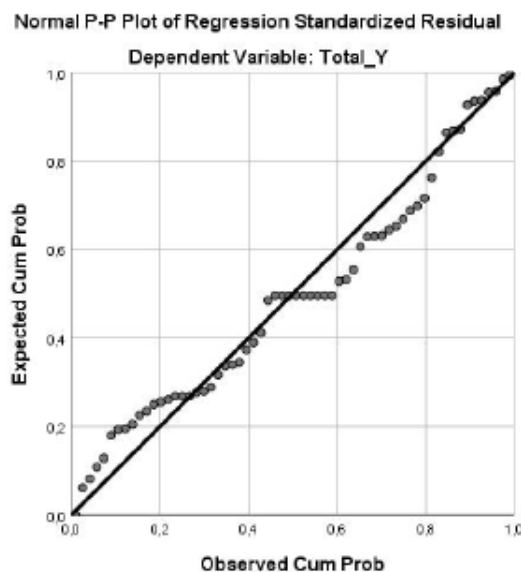


Figure 3. Normality Test Graph

In the normal probability plot above, it can be seen that the data distribution (dot) follows the diagonal axis of the garfik. Therefore, it can be concluded that the regression model is normally distributed. The results of the multicollinearity test are shown in Table 2.

Table 2. The Results of the Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
X ₁	,798	1,263 %
X ₂	,798	1,263%

Source : Data Processed, 2024

In the table 2 above, the tolerance value of the price variable and the advertising promotion variable is $0.798 > 0.10$, while the value of VIF on the price variable and the ad promotion variable is $1,253 < \text{out of } 10$, then it can be concluded that there is no multicollinearity phenomenon in the regression model. Furthermore, the results of the Heteroscedasticity test are shown in Figure 4.

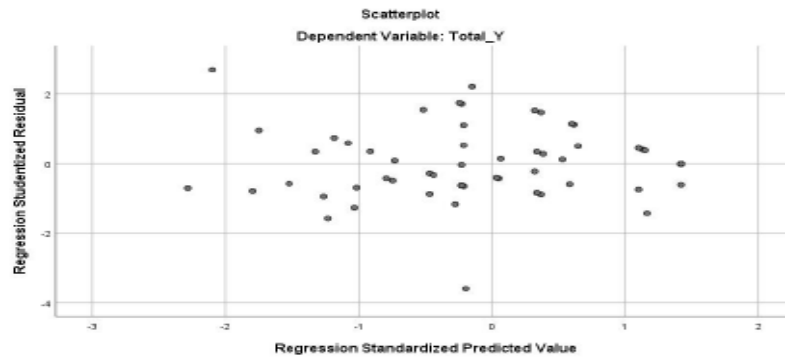


Figure 4. Heteroscedasticity Test Graph

Based on the data that has been obtained from the SPSS test with The Scatterplots method is obtained as a result of the distribution of data spread between the 0 axis, so it can be concluded that there is no heteroscedasticity until a good regression model and ideals can be fulfilled (Ghozali, 2018).

Table 3. Multiple Linear Regression Test Results

Coefficient ^a						
Model		Unstandardied Coefficients		Unstandardied Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	5,245	1,917		4,057	0,003
	X ₁	,038	0,062	,050	0,985	0,000
	X ₂	0,621	0,065	,627	9,414	0,632

Source : Data Processed, 2024

Thus obtained:

1. Testing the First Hypothesis (H₁) It is known that the value of Sig. for the influence of price on interest is 0.000 < 0.05, so that it can be concluded that price has a positive and significant effect on public interest in using Grab online transportation.
2. Testing the Second Hypothesis (H₂) It is known that the value of Sig. for the influence of advertising attraction on interest is 0.632 > 0.05, so it can be concluded that H₂ has no influence on public interest in using Grab online transportation.

Table 4. Anova Test Result

ANOVA*						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	353,006	2	194,507	61,349	,000 ^b
	Residual	174,703	75	2,778		
	Total	527,730	77			

a. Dependent Variable : Total_Y
b. Predictors : (Constant), Total_X₂, Total_X₁

Source : Data Processed, 2024

Based on the results of the SPSS output in the table above, it is known that the significance value for the influence of independent variables price (X₁) and advertising promotion (X₂) on the interest of Grab users (Y) is 0.000 < 0.05 ,so it can be concluded that the price (X₁) and

advertising promotion (X_2) are simultaneously has a positive and significant effect on the interest of Grab (Y) users.

Table 5. Coefficient of Determination Test

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	82,8	,686	,664	1, 6562	,686	59,349	2	75	,000

a. Predictors : (Constant), Total_X₂, Total_X₁

Source : Data Processed, 2024

The results of the regression calculation in the table above can be seen that the determination coefficient (adjust R square) obtained is 0.686. This means that the price and promotion of advertising have an effect of 68.6% on people's interest in using Grab online transportation services, while the remaining 31.4% is influenced by other variables.

DISCUSSION

In this section, the results of field research on each variable are independent of the dependent variables from various tests. The results of the classic assumption test in the normality test are seen in normal probability plot that the distribution of data (points) follows the diagonal axis of the garfish, then it can be concluded that the regression model distributed normally. Then, in the multicollinearity test, the tolerance value is obtained price variables and advertising promotion variables $0.798 > 0.10$, while the VIF value in price variables and advertising promotion variables is $1,253 < 10$, so it can be concluded that there is no symptoms of multicollinearity in regression models. Furthermore, in the heteroscedasticity test with the Scatterplots method, the results of the distribution of data spread between the 0 axis can be obtained, so it can be concluded that there is no heteroscedasticity problem, until a good and ideal regression model can be met.

The effect of advertising attractiveness on public interest in using Grab online transportation services can be seen from the results of a persuasive test (t-test) which shows that price has a positive and significant effect on public interest in using Grab online transportation. In addition, in the results of the t-test, it can be concluded that advertising promotion is not the main influence of students in using Grab, not because of the unattractive promotion of Grab ads but also because of many other variables that affect people's interest in using online transportation. However, simultaneously both variables have a significant influence on public interest in using Grab as an online transportation.

CONCLUSION

1. Price has a positive and significant effect on people's interest in using Grab online transportation.

2. Advertising promotion has no effect on people's interest in using Grab online transportation.
3. Prices and advertising promotions simultaneously have a positive and significant effect on people's interest in using Grab online transportation.

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