The Effect of Price, Brand Image, and Technology Acceptance Model (TAM) towards Purchase Decision of Gojek Online Transportation

(Pengaruh Harga, Imej Jenama, dan *Technology Acceptance Model* (TAM) terhadap Keputusan Pembelian Pengangkutan Dalam Talian Gojek)

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Abstract

The emergence of online transportation services such as Gojek has become an alternative for consumers to use it. Gojek is a startup company that provides online transportation services. Gojek was founded by PT Aplikasi Karya Anak Bangsa and it has been established since 2010 in Jakarta. This study aims to determine the influence of price perception, brand image, perceived ease of use dan perceived usefulness towards purchase decision of Gojek transportation in Pontianak. This research uses multivariate analysis and an explanatory research. The main method of this research was survey research that conducted by taking a sample of the population using a questionnaire as a primary data collector. The population in this research is customers of Gojek in Pontianak. The sampling method used is simple random sampling method. The number of respondent is 50 respondents. The findings indicate that price (t count = 0.783 < t table = 2.01410) and perceived ease of use (t count = 1.188 < t table = 2.01410) are not significant factors in influencing purchase decision of Gojek transportation. Meanwhile, brand image (t count = 2.259 > t table = 2.01410) and perceived of usefulness (t count = 2.335 > t table = 2.01410) are found to have significant influence on purchase decision of Gojek transportation. The findings show that brand image and perceived of usefulness are the two main drivers of purchasing decision of Gojek transportation users.

Keywords: Price, brand image, Technology Acceptance Model

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INTRODUCTION

The development and changing times make transportation and communication cannot be separated from human's life. There are to facilitate every people and this is often used for doing their work. Transportation's greatness cannot be separated anymore from people's lives as it is today because it gives the facility to all people. This showed that so many in the communication sector. The utilization of technology is not only in the field of communication but technology is used in education, economics, agriculture, security, and transportation. The emergence of transportation problems as it is today making companies in the transportation sector is developing their businesses so that they can keep up with the times and can dominate market share. In the beginning, people only used transportation such as private vehicles, becak, oplet, and kol or what was known as city buses. The problem was found and make people difficult to find public transportation because it only passes through in one place. Therefore, providers of transport services brought up innovations online. Ojek riders from other regions cannot stop recklessly to wait to get customers in a region without the permission of Ojek riders in the region. The emergence of online Ojek facilitates motorcyclists to find consumers in different regions.

People need fast, comfortable, safe, and easy access transportation. One of the cities that is developing and needs this system in the city of Pontianak. People who live in Pontianak and who have problems in driving private vehicles may be helped by the Ojek that can be booked from home using only smartphones. Nowadays, many online Ojek services providers are widely known in the community such as Gojek, Grab Bike, Get Indonesia Customer, and Maxim Bike. All of these providers provide almost the same services ranging from people delivery services, parcel delivery, and meals delivery for different fees. Nothing distinguishes in the way of order, that is through applications that can be downloaded on mobile phones, but there is a lot of conveniences that are applied by online Ojek in the city of Pontianak, including the ease of online payment known as an e-wallet.

PT Aplikasi Karya Anak Bangsa is an online transportation service company with a Gojek brand. Gojek is a startup company that provides online transportation services and has been established since 2010 in Jakarta. Gojek is the first online transportation service provider with mobile services. The founder of Gojek is Nadiem Makarim who is a graduate of the Master of Business Administration program at Harvard Business School. Nadiem Makarim was inspired to set up a Gojek company when he had a discussion with his regular motorcycle taxi driver (called ojek). Nadiem Makarim rarely uses his car because of his high mobility, he often uses ojek. From his conversations with ojek drivers, he discovered that most of the ojek drivers spent their time waiting for customers and found it difficult to find customers. On the other hand, Jakarta's congestion is getting worse, so it needs a fast transportation service and fast delivery to help Jakarta residents. Gojek provides a wide range of features that send people to their destination using motorcycles or cars, meals deliveries, package or items deliveries, shopping, massage services, clean-up services, and much more. Gojek has begun operating in the city of Pontianak since 2017.

Purchase decisions in conducting Gojek transportation can be influenced by price perception, brand image, technology acceptance model (TAM). TAM itself is consisted of perceived usefulness and perceived ease of use factors. Pricing is one of the four main elements of the marketing mix. Pricing is the only revenue-generating element in the marketing mix, the other three elements (product, place, and promotion) are cost centres, that is, they add to a company's cost (Assauri, 2011). Brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory (Setiadi, 2003). Perceived ease of use is the degree of belief held by people that technology or system is easy to use (Davis, 1989). Perceived usefulness is the degree of belief held by people that the use of certain technology or system will improve their working performance (Davis, 1989).

The growing number of businesses in online transportation services has increased more business opportunities on online transportation provider which provide the same services, as well as performing competition at the price to influence purchasing. The high public interest in using online transportation is one of the reasons. Factors such as price perception, brand image, and TAM are factoring that consumers consider before making a purchase decision. Top Brand Award is the most anticipated award event by the Indonesian Brand which have more than 500 awards categories with a large number of categories. The Top Brand Awards are held twice a year, namely Top Brand Award Phase 1 and Phase 2. Top Brand Award winners are selected based on the results of the survey (TBI) conducted independently by the Frontier Group. In 2018, the Top Brand survey involved more than 12,000 respondents and was simultaneously implemented in 15 major cities in Indonesia. The major cities include Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Malang, Medan, Palembang, Pekanbaru, Samarinda, Balikpapan, Banjarmasin, Makassar, Manado, and Denpasar.

Table 1. Top brand award for online transportation year 2019

Brand	TBI	Top
Gojek	44,6%	Top
Grab	43,1%	Top

Sources: www.topbrand-award.com

Table 1 shows that the Gojek brand is in the first position for Top Brand Award for online transportation year 2019. Meanwhile, Grab is in the second position after Gojek. Although Gojek is in the first position, the TBI shows that the index percentage difference is not far greater than Grab. Those two brands are top brands among the Indonesians for online transportation. Therefore, this purpose of this study is to determine whether price, brand image, perceived ease of use, and perceived of usefulness have significant influence on purchasing decision of Gojek transportation. By studying this four factors, this study believes that Gojek can capture its market in Pontianak by understanding its customers' perception.

METHODOLOGY

This research uses multivariate analysis and an explanatory research. The main method of this research was survey research that conducted by taking a sample of the population using a questionnaire as a primary data collector. The other data was collected from books in the library, journals on the internet, and website. The population in this research is customers of Gojek in Pontianak. The sampling method used is simple random sampling method. Criteria's sample are 1). Gojek customers in Pontianak, 2). At least 2x has been place an order. 3) Customers at least 17 years of age. The survey is conducted among 50 respondents. The research variables consist of independent variables which are the price, brand image, perceived ease of use, perceived of usefulness and dependent variable which is purchasing decision. The Likert scale is used to measure the variables. This study's research instrument consists of five answer options which will contain two extreme poles and a neutral option connected with intermediate answer options. The 5-point Likert scale used to measure agreement is strongly agreeing, agree, neither disagree or agree, disagree, and strongly disagree. The writer uses multiple regression analysis to analyze the influence of price perception, brand image, perceived ease of use and perceived usefulness on purchase decision of Gojek transportation.
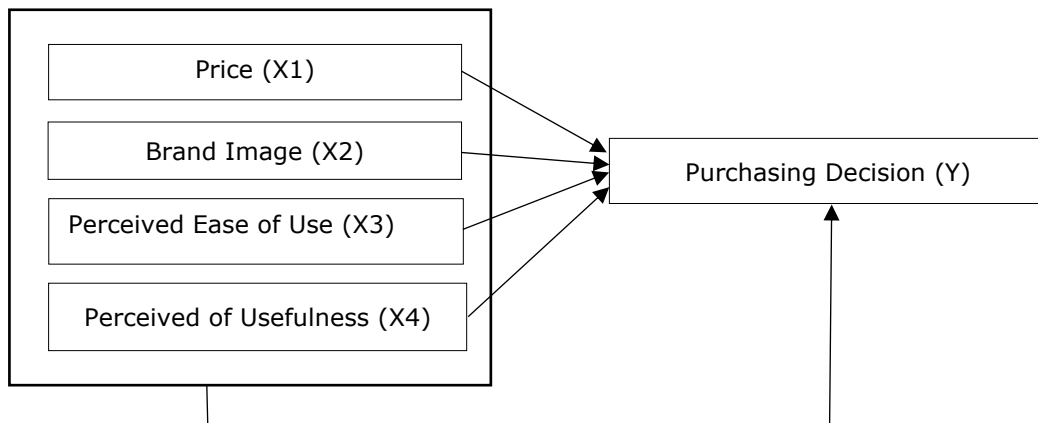
RESEARCH CONCEPTUAL MODEL

Figure 1. Research Conceptual Model

Figure 1 illustrates the modified TAM developed for this study to understand the purchasing decision of Gojek transportation. The price and brand image are added into this research model to investigate the assertion that price and brand image are essential in purchasing decision of Gojek transportation. Therefore, this study expects that:

H1 : There is a significant influence between price, brand image, perceived ease of use, perceived of usefulness factors and purchase decision of Gojek transportation.

H2 : There is a significant influence between price factor and purchase decision of Gojek transportation.

H3 : There is a significant influence between brand image factor and purchase decision of Gojek transportation.

H4 : There is a significant influence between perceived ease of use factor and purchase decision of Gojek transportation.

H5 : There is a significant influence between perceived of usefulness factor and purchase decision of Gojek transportation.

RESULTS

VALIDITY TEST

The test results showed validity for all indicators or questions, which means the indicators or items for each variable contained in the questionnaire are valid. Validity is measured by consistency internal validity using the Pearson Product Moment correlation method.

Table 2 shows that the value of Person correlation is sig < 0.05 and correlation values > 0.278, therefore it can be concluded that all the indicator variables used in this research are valid.

Table 2. Result of validity test instruments

Variable	Indicators	Pearson Correlation	Conclusion
Price (X_1)	X_{1a}	.669	Valid
	X_{1b}	.758	Valid
	X_{1c}	.740	Valid
	X_{1d}	.600	Valid
	X_{1e}	.780	Valid
	X_{1f}	.423	Valid
Brand Image (X_2)	X_{2a}	.442	Valid
	X_{2b}	.761	Valid
	X_{2c}	.671	Valid
	X_{2d}	.722	Valid
	X_{2e}	.700	Valid
	X_{2f}	.775	Valid
Perceived Ease of Use (X_3)	X_{3a}	.846	Valid
	X_{3b}	.796	Valid
	X_{3c}	.814	Valid
	X_{3d}	.769	Valid
	X_{3e}	.827	Valid
	X_{3f}	.717	Valid
Perceived Usefulness (X_4)	X_{4a}	.774	Valid
	X_{4b}	.791	Valid
	X_{4c}	.761	Valid
	X_{4d}	.542	Valid
	X_{4e}	.676	Valid
	X_{4f}	.491	Valid

RELIABILITY TEST

The results using Cronbach alpha in Table 3 is 0.6, which matches all the dimensions of the measured variables. This shows that the instrument is proven to have acceptable reliability.

Table 3. Result of reliability test instruments

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	Conclusion
Independent (X)	.877	.881	24	Reliable
Dependent (Y)	.739	.747	6	Reliable

THE RESULT OF MULTIPLE LINEAR REGRESSION ANALYSIS

Multiple linear regression can be used to examine the direction of the correlation between the independent variable and dependent variable, whether each variable is related positively or negatively, and to predict the value of the dependent variable when there is a fluctuation in the value of the independent variable. The regression equation is:

$Y = a + bX$

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$

Notes:

Y	=	Purchase Decision
a	=	Constant
b	=	Regression coefficient
X1	=	Price
X2	=	Brand Image
X3	=	*Perceived Ease of Use*
X4	=	*Perceived Usefulness*

Table 4. Regression result analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	3.644	3.435
Price	.087	.111
Brand Image	.274	.121
Perceived Ease of Use	.138	.116
Perceived Usefulness	.335	.143

The regression equation result is:

$Y=3.644+0.087X_1+0.274X_2+0.138X_3+0.335X_4$

1) The constant of 3.644 declares that if the value of price, brand image, perceived ease of use, and perceived usefulness is zero, then the value of purchase decision is 364%. The constant is value although other variables changed value doesn't.
2) Regression coefficient of X1 which is 0.087 declares that for every 1% increase in value (marked by +) the price variable will increase the value of purchase decision by 8,7%.
3) Regression Coefficient of X2 which is 0.274 declares that for every 1% increase in value (marked by +) the brand image variable will increase the value of purchase decision by 27,4%.
4) Regression Coefficient of X3 which is 0.138 declares that for every 1% increase in value (marked by +) the perceived ease of use variable will increase the value of purchase decision by 13,8%.
5) Regression Coefficient of X4 which is 0.335 declares that for every 1% increase in value (marked by +) the perceived usefulness variable will increase the value of purchase decision by 33,5%.

Multiple Correlation Analysis

Multiple Correlation Analysis is used to investigate the correlation between two or more independent variables with dependent variables simultaneously. This coefficient shows the magnitude of the correlation between independent variables and dependent variables simultaneously.

This is the guideline to interpret the correlation coefficient is as follows:

0,00 – 0,199 = very weak
0,20 – 0,399 = weak
0,40 – 0,599 = average
0,60 – 0,799 = strong
0,80 – 1,000 = very strong

The result of multiple correlation analysis can be seen in the table below:

Table 5. Multiple correlation analysis (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698[a]	.487	.441	2.312

The result of table 5 above shows that the value of R is 0.698. This shows that there is a strong correlation between independent variables which include price, brand image, perceived ease of use, and perceived usefulness with the dependent variable, namely purchase decision.

In Table 5 above, as shown by model summary output, the result of determination analysis is the value of Adjusted R Square (more than one independent variables) 0.441 or 44.1%. It shows that the percentage of influence contributed by independent variables which include price perception, brand image, perceived ease of use, and perceived usefulness

towards the variable of purchase decision is 44.1%. The remaining 55.9% is influenced or explained by other variables which are not included in this research model.

F TEST

This test aims to investigate whether the independent variables simultaneously affect the dependent variables significantly.

Table 6. F test result

ANOVAᵃ			
Model		F	Sig.
1	Regression	10.670	.000ᵇ

The value of F table is 2.58 and the value of F count is 10.670. The value of F count = 10.670 > F table = 2.58, this means that there is a simultaneous influence between price perception, brand image, perceived ease of use, and perceived usefulness with purchase decision of Gojek transportation.

t TEST

This test aims to investigate whether independent variables regression model partially influence dependent variables significantly.

Table 7. *t*-test result

Coefficientsᵃ		
Model	*t*	Sig.
1 (Constant)		
Price Perception	,783	,438
Citra Merek	2,259	,029
Perceived Ease of Use	1,188	,241
Perceived Usefulness	2,335	,024

From table 7 above, it can be concluded that:
1. Variable price perception with *t* count (0.783) < *t* table (2.01410). This shows that there is no significant influence between price factor and purchase decision of Gojek transportation.
2. Variable brand image with *t* count (2.259) > *t* table (2.01410). This shows that there is a significant influence between brand image factor and purchase decision of Gojek transportation.
3. Variable perceived ease of use with *t* count (1.188) < *t* table (2.01410). This shows that there is no significant influence between perceived ease of use factor and purchase decision of Gojek transportation.
4. Variable *Perceived of Usefulness* with *t* count (2.335) > *t* table (2.01410). This shows that there is a significant influence between *Perceived of Usefulness* factor and purchase decision of Gojek transportation.

ANALYSIS

How Price Effects Toward Purchasing Decision

This research finds that there is no significant influence between the price factor and purchase decision of Gojek transportation. The respondents state that the prices of Gojek services can compete with other similar platforms. The prices are based on the services delivered by Gojek. The respondents will compare the prices offered by Gojek and the other platform services before deciding which platform will be used by them.

How Brand Image Effects Toward Purchasing Decision

This research finds that there is a significant influence between brand image factor and purchase decision of Gojek transportation. The respondents state that Gojek brand is well known and very popular among the online transportation. It is the very first brand for online transportation in Indonesia before any other platforms enter the Indonesia market. The uniqueness of its logo, brand, and color attracts the attention of many respondents.

How Perceived Ease of Use Effects Toward Purchasing Decision

This research finds that there is no significant influence between the perceived ease of use factor and the purchase decision of Gojek transportation. The respondents state that Gojek platform application is easy to understand and to learn, making it easier for respondents to use the Gojek platform application even for new users including older people.

How Perceived of Usefulness Effects Toward Purchasing Decision

This research finds that there is a significant influence between the Perceived Usefulness factor and the purchase decision of Gojek transportation. The respondents state that Gojek platform application makes them more efficient in doing their daily activities. It increases their productivity. It has become the daily needs of the respondents in terms of online transportation.

CONCLUSION

The price perception, brand image, perceived ease of use and perceived usefulness simultaneously influence the variable of purchase decision of Gojek transportation. This shows that all four variables affect the factor of purchase decision of Gojek transportation in Pontianak. Partially, price and perceived ease of use are not significant factors in influencing purchase decision of Gojek transportation. The respondents state that the prices of Gojek services can compete with other similar platforms and Gojek platform application is easy to understand and to learn. Meanwhile, brand image and perceived of usefulness are found to have significant influence on purchase decision of Gojek transportation. The respondents state that Gojek brand is well known and very popular among the online transportation. Gojek apps also makes respondents more efficient in doing their daily activities. This is supported by Suhendry (2018), perceived usefulness factor positively influences the use of e-money. The higher the usefulness of e-money, the higher to use e-money. These findings also show that brand image and perceived of usefulness are the two main drivers of purchasing decision of Gojek transportation users.

SUGGESTION

Gojek should simplified its interface to be more user friendly. The navigation menu should be easy to access and easy to understand. Furthermore, the promos in graphics in the apps should be limited since it takes a lot of memory space and may slows down the purchasing process. In addition, Gojek may set competitive price for its service. As consideration for further researchers, the writer can add security variable to find out the Gojek security from consumers' perspective.

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