

ELECTRONIC ANALYSIS OF WORD OF MOUTH, PRICE, AND PROMOTION TO DECISIONS USE OF GOJEK TRANSPORTATION SERVICES IN CENTRAL CIKARANG SUBDISTRICT

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ABSTRACT

The advancement of digital technology in the marketing world is growing quite rapidly. Where everyone can access anything at hand via a smartphone. A new innovation in the transportation sector is application-based transportation or it can also be called online transportation services. In this case, to support a decision to use, it is followed by the influence of electronic word of mouth, prices, and good promotions to attract consumers. This study aims to analyze the effect of Electronic word of mouth, price, and promotion on the decision to use Gojek in Central Cikarang District, both partially and simultaneously. The data collection technique used purposive sampling technique with a sample of 100 respondents. This study uses quantitative methods using validity tests, reliability tests, multiple regression analysis, autocorrelation test, coefficient of determination (R²) test, t test and F test. Based on test results using t test shows Electronic word of mouth, price, and promotion partially and simultaneous positive and significant effect on the decision to use and the results of testing the coefficient of determination on Adjusted R Square all variables are able to explain the effect of Electronic word of mouth, price, and promotion on the decision to use by 40.9% while 59.1% is influenced by other factors.

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1. INTRODUCTION

The advancement of digital technology in the marketing world is currently developing quite rapidly. Society takes advantage of existing developments, with the advancement of technology that makes it easier to obtain what they want. This factor makes competition fierce between business people to get consumers interested in the products/services they offer by utilizing technological advances. Many business people who develop their business lead to technological advances, especially in the field of transportation services. Transportation is the movement of people or goods from one place to another using vehicles so that the transporter produces transportation services for people who need to move or deliver their goods in their daily activities. Over time, transportation business people see opportunities for how advances in internet technology can be applied to the transportation sector. Everyone can access anything in their hands via a smartphone, which almost everyone has. Therefore, a new innovation has emerged in the transportation sector, namely application-based transportation or it can also be called online transportation services.

Online transportation services are services in each of its activities applied through the internet. In its transaction activities such as ordering, monitoring lines, payments, to the assessment of these services using internet media. Online transportation services are currently widely used as a mode of choice for public transportation. When compared to base motorcycle taxis or conventional transportation, online transportation services provide convenience for passengers by direct pick-up to the place where the passengers are, cheaper prices, and have relatively fast travel times compared to using public transportation such as buses. The use of online transportation applications is that first passengers order the transportation service through an application on a smartphone then passengers can choose the vehicle they want to use such as a motorbike or car and the payment method, then the driver picks up and delivers to the destination location.

The development of online transportation services in Indonesia is currently almost all regions in Indonesia. The use of online transportation service applications in Indonesia is very active. Indonesia itself is in the first position of the most users, namely there are as many as 49% of internet users who use vehicle

caller applications every month. However, this activity is hampered by the presence of an emerging virus called covid19. Currently, the global economic situation is faced with a fairly emergency problem. The transmission of the virus can be said to be very fast and has spread to various countries in the world, especially in Indonesia. The Covid-19 virus has become a pandemic of a comprehensive nature. Because it has a huge impact on economic stability. In the public transportation sector, both mass transportation, online and conventional taxis, as well as online motorcycle taxis, are still allowed to operate with a 50 percent passenger restriction and implement stricter health protocols.

The decision to purchase or use the service is an attitude set by the buyer from the results of the termination after considering the type of product, brand, quality, time, manufacturer, labor, information and payment method to meet the needs. The decision on the use or use of the service is taken after passing through several calculations and alternative considerations. The decision to use is a decision with things that affect consumers from the financial economy, technology, interests or habits, location, or other things make a form of brushing the buyer to process all the information and draw an outline with the response that arises to the goods to be purchased. In the process, the decision to buy or use services begins with a need/need, looking for information that meets these needs/needs, then evaluating the choice of information, the emergence of a tendency (intention) to purchase or use services, and the last is the action of a decision.

Word of mouth is a medium of word-of-mouth communication as a means of exchanging opinions regarding various goods and services in the market. Word of mouth has an influence in contributing to consumer decisions as a result of the service experience received. This recommendation is more trusted by people because it is genuine evidence of perceived service compared to information from the seller in the form of advertising. Word of mouth can come from an Opinion leader. An opinion leader is an individual who can provide informal advice or information about related products. Therefore, the word of mouth is formed because consumers trust others more than advertisements issued by companies.

Advances in technology develop a communication via the internet so that reviews or information can be easily spread quickly. Therefore, the word of mouth is now changed to an electronic word of mouth. With internet technology, it can help companies in starting interactive communication with consumers so that companies can create a good e-WOM regarding the products or services offered. Where electronic word of mouth is a review or information made by consumers carried out through internet media which has an important role to change consumer perceptions in purchasing or usage decisions. E-WOM is marketing through social media to convey information about the experience of using the product so that it is easily accepted by the public and influences purchasing decisions. Developments in electronic communication technology have led to the emergence of electronic word of mouth (e-WOM) so that individuals can share their opinions and experiences with others through electronic communication channels, such as email, blogs, networking, chat rooms, online reviews, and websites. Various kinds of social media that can be used as e-WOM media such as Instagram, Facebook, Twitter, Tiktok and others, but what is currently popularly used is Instagram. From experience in the form of negative and positive information known by consumers can grow a purchase decision. The information submitted by consumers will provide various perceptions about the product or service, therefore the decision to use will appear as a form of response to consumer understanding related to the product or service.

The factor that also determines the usage decision is the price. Price has a very important role in creating customer satisfaction so that customers do not switch to other online transportation services. Price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits obtained from owning or using the product or service.

Promotion also has an important role for customers in making a decision. In business competition, companies have different promotional strategies to attract their consumers. The importance of promotion planning makes how much innovative strategies are made and accounted for in order to achieve the profit that the company wants from the large number of customers who use online transportation services. Promotion is an effort to notify or offer a product or service on the aim of attracting potential consumers to buy or consume it.

2. METHOD

The type of research used in this study is quantitative method. This study applies a quantitative method that uses the multiple linear regression method to estimate whether there is an influence between dependent and independent variables. The method of collecting survey data is in the form of distributing questionnaires. The purpose of using the questionnaire is to dig deeper into respondents' answers about

variables. The analysis methods to be used are validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis test.

The population that will be studied in this study is people who live in Central Cikarang District who have used Gojek with an unknown population, because according to researchers' observations not all people in Central Cikarang District have used Gojek's services.

3. RESULT AND DISCUSSION

Test Classical Assumptions

Table 1. Multicholinerity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-7,463	3,416		-2,185	,031		
Word of Mouth	,353	,072	,300	4,909	,000	,863	1,159
Price	,490	,087	,366	5,648	,000	,764	1,308
Promotion	,599	,085	,481	7,057	,000	,693	1,443

a. Dependent Variable: Purchase Decision

Based on table 1. Multicholinerity tests were performed to determine whether the regression model found a high correlation between independent variables. A good regression model should not occur correlation between independent variables. If the VIF value is not more than 10 and the tolerance value is not less than 0.1 then it can be said to be free from multicholinerity, then it can be concluded that there is no multicholinerity between independent variables in regression.

Coefficient of Determination

Table 2. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,831 ^a	,691	,682	2,978

a. Predictors: (Constant), Word of Mouth, Price, Promotion

b. Dependent Variable: Purchase Decision

Based on table 2. above the results of the analysis of the coefficient of determination (R²) obtained 0.691 or 69.1%. This shows that the percentage of contribution of the influence of the dependent variables of Word of Mouth, Price, and Promotion affects purchasing decisions by 69.1% while the rest is influenced by other variables that are not included in this research model.

Multiple Regression Analysis

Multiple Regression Analysis is used to prove the correctness of research hypothesis. In this study, multiple linear regression analysis was used to determine whether or not there was an influence of Word of Mouth (X₁), Price (X₂), Promotion (X₃) on purchasing decision (Y). The test results of multiple linear regression analysis can be seen in the following.

Table 3. Multiple Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-7,463	3,416		-2,185	,031
Word of Mouth	,353	,072	,300	4,909	,000
Price	,490	,087	,366	5,648	,000
Promotion	,599	,085	,481	7,057	,000

a. Dependent Variable: Employee Performance

Based on table 3. above can be seen the constant (α value) of -7.463 and for Word of Mouth (β value) of 0.353, while the total X2 Price (β value) is 0.490 and the total X3 Promotion (β value) is 0.599. So that it can be obtained the multiple linear regression equation as follows:

$$Y = -7,463 + 0,353X_1 + 0,490X_2 + 0,599X_3 + e$$

The regression equation above shows the relationship between the free variable and the partially bound variable of the equation, it can be concluded that:

The value of the purchasing decision constant (Y) is -7.463 which states that if the variable X1, X2, X3 is equal to 0, namely Word of Mouth, Price, and Brand Image then the purchase decision is -7.463.

The X1 coefficient of 0.353 means that every time there is an increase in the Word of Mouth X1 variable by one unit, the purchase decision increases by 0.353 or vice versa if there is a decrease in the variable X1 Word of Mouth by one unit then the purchase decision decreases by 0.353.

The X2 coefficient of 0.490 means that every time there is an increase in the Price X2 variable by one unit, the purchase decision increases by 0.490 or vice versa if there is a decrease in the Price X2 variable by one unit then the purchase decision decreases by 0.490.

The X3 coefficient of 0.599 means that every time there is an increase in the X3 Promotion variable by one unit, the purchase decision increases by 0.599 or vice versa if there is a decrease in the X3 Promotion variable by one unit, the purchase decision decreases by 0.599.

T Test

Based on table 14 above comparing the calculated t values with the table t. The value of t table is obtained from $df = n - k - 1$ or $df = 100 - 3 - 1 = 96$. In the table t of 1.985 and alpha 0.05 The test was used to find out whether there was an influence of each variable partially. Here is the data that can be inferred from the table:

The Word of Mouth Variable has a calculation of $4.909 > 1.985$ with a significance level of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted with the conclusion Word of Mouth partially affects the purchase decision.

The Price Variable has a calculation of $5.648 > 1.985$ with a significance rate of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted with the conclusion Price affects partially the purchase decision.

The Promotion variable has a t count of $7.057 > 1.985$ with a significance rate of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted with the conclusion that Promotion affects the purchase decision partially.

Simultaneous Test

Table 4. F Test
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1905,633	3	635,211	71,647	,000 ^b
Residual	851,117	96	8,866		
Total	2756,750	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Word of Mouth, Price, Promotion

Based on the results of table 4. above, the F test (simultaneously) for all variables shows a calculated F value of 71.649 with a significant level of 0.000 while F table using significance of 0.05 with $df_1 +$ number of variables - 1 or $3 - 1 = 2$ and $df_2 = n - k - 1$ or $100 - 2 - 1 = 97$ then the table F obtains 2.70. Thus it can be concluded that F count $71.649 > 2.70$ and significance $0.000 < 0.05$, then the hypothesis is accepted meaning that Word of Mouth, Price, and Promotion affect simultaneously the purchase decision.

Discussion

Effect of Word of Mouth (X1) on Purchasing Decisions (Y). The first test conducted on the Word of Mouth variable (X1) against the purchase decision (Y). The result of processing validity data with 8 statements is valid, because t count $>$ t table while the reliability test results show that Cronbach's alpha value is $0.888 > 0.70$ thus stating that the item of each statement is declared reliable, so it can be concluded that the Word of Mouth measurement scale (X1) has good reliability. And the hypothesis in this study was accepted because the results of testing the T test hypothesis obtained information that the Word of Mouth variable had a calculated T value of 4.909 greater than T table 1.985 with a significance level of 0.000

greater than 0.05 and a coefficient of determination test value (R²) with a value of 0.691. Thus, it can be concluded that Word of Mouth has a significant effect on the purchasing decision of Gojek Online Transportation in Central Cikarang District.

Effect of Price (X₂) on Purchasing Decisions (Y). The second test conducted on the Price variable (X₂) against the purchase decision (Y). The result of processing the validity data with 8 statements is valid, because $t_{\text{calculate}} > t_{\text{table}}$ while the reliability test results show that cronbach's alpha value is $0.800 > 0.70$ thus stating that the item of each statement is declared reliable, so it can be concluded that the Price measurement scale (X₂) has good reliability. And the hypothesis in this study was accepted because the results of testing the T test hypothesis obtained the information that the ku variable has a calculated T value of 5.648 greater than T table 1.985 with a signification level of 0.000 greater than 0.05 and a coefficient of determination test value (R²) with a value of 0.691. Thus, it can be concluded that Price has a significant effect on the purchasing decision of Gojek Online Transportation in Central Cikarang District.

The Effect of Promotion (X₃) on Purchasing Decisions (Y). The third test conducted on the Promotion (X₃) variable against the purchase decision (Y). The results of processing validity data with 8 statements are valid, because $t_{\text{count}} > t_{\text{table}}$ while the reliability test results show that cronbach's alpha value is $0.855 > 0.70$ thus stating that the item of each statement is declared reliable, so it can be concluded that the Promotion measurement scale (X₃) has good reliability. And the hypothesis in this study was accepted because the results of the T test hypothesis test were obtained by the information that the Promotion (X₃) variable had a calculated T value of 7.059 greater than T table 1.985 with a signification level of 0.000 greater than 0.05 and a coefficient of determination test value (R²) with a value of 0.691. It is hereby stated that Promotion has a significant effect on Gojek Online Transportation purchasing decision in Central Cikarang District.

The Effect of Word of Mouth, Price, and Promotion on Purchasing Decisions. Based on the results of hypothesis testing, the F test variable shows a calculated F value of 71.647 with a significant level of 0.000 while F table using signification of 0.05 with $df_1 + \text{number of variables} - 1$ or $3-1=2$ and $df_2 n-k-1$ or $100-2-1 = 97$ then the table F obtained is 2.70. Thus it can be concluded that F counts $71.647 > 2.697$ and signification $0.000 < 0.05$, then the hypothesis is accepted meaning that Word of Mouth, Price and Promotion affect simultaneously the purchase decision.

4. CONCLUSION

Word of Mouth has a significant effect on the purchasing decision of Gojek Online Transportation in Central Cikarang District. Price has a significant effect on Gojek Online Transportation purchasing decision in Central Cikarang District. Promotion has a significant influence on Gojek Online Transportation purchasing decision in Central Cikarang District. Word of Mouth, Price and Promotion have a simultaneous effect on purchasing decisions.

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