

THE INFLUENCE OF PRICE PERCEPTION ON GOJEK APPLICATION SERVICE PURCHASE DECISIONS MEDIATED BY EASE OF USE IN MANAGEMENT STUDENTS OF MAKASSAR STATE UNIVERSITY

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Abstract

The research aims to determine the influence of Price Perception on Gojek Application Service Purchase Decisions Mediated by Ease of Use in Management Students of Makassar State University. This study uses a descriptive approach. The population of this study was 1,632. And the sample was active management students of Makassar State University class of 2020-2023 who had used the Gojek application service. The sample was taken using a non-probability sampling method with a judgmental sampling approach and using the slovin formula to determine the sample so that a minimum sample of 94 respondents was obtained. Data were collected through questionnaires and analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) Version 3.00 application. The results of the study indicate that (1) Price Perception (X) has a direct, positive and significant effect on the Purchase Decision of Gojek Application Services, (2) Price Perception (X) has an indirect, positive and significant effect on the Purchase Decision Mediated by the Ease of Use of Gojek Application Services on Management Students of Makassar State University.

Keywords: Price Perception, Ease of Use, Purchase Decision.

INTRODUCTION

The development of technology in the modern era has brought significant changes to human life. Its increasing use, especially in Indonesia, has significantly increased the time spent. The internet not only affects daily activities but also has a significant impact on the business world. The role of the internet goes beyond

individual needs; it has become an important tool in supporting technology to achieve the financial goals of companies through increased efficiency and innovation in business processes. (Ummah, 2018).

The business world today is rapidly evolving, driven by the increasing use of information technology. Companies are extensively utilizing technology to provide services to customers. Various online applications are now used to make it easier for consumers to access services. This situation has a significant impact on the consumer decision-making process, particularly in purchasing decisions.

One of the businesses that utilizes internet technology with mobile phones as the main tool is Gojek. As an online transportation application in Indonesia, Gojek has become a pioneer in providing easily accessible transportation solutions through mobile devices.

PT. Go-Jek Indonesia is a technology startup company focused on the internet-based transportation sector. PT. Go-Jek Indonesia is a technology startup company focused on the internet-based transportation sector. Founded in 2009 in Indonesia, the company initially functioned as a call center to connect consumers with courier and motorcycle taxi services. Over time, PT. Go-Jek underwent a significant transformation, and in 2015 introduced a mobile application that offered four main services: GoRide, GoSend, GoShop, and GoFood. As time progressed, Gojek has transformed into a super app that provides more than 10 different services. In addition to offering transportation through online motorcycle taxis, this application also includes various solutions designed to meet the daily needs of the community. The main services offered by Gojek include parcel delivery, food delivery, online shopping, and efficient transportation amidst city traffic jams. With continuous innovation and the expansion of its services, Gojek has now become one of the main technology platforms in Indonesia, providing convenience and connecting millions of its users.

According to the INDEF survey results in Sadya (2022), data on online transportation service users in 2022 is presented. It is said that the majority use Gojek compared to other services. The data was then presented by the author in the form of a graph showing users of online transportation services.

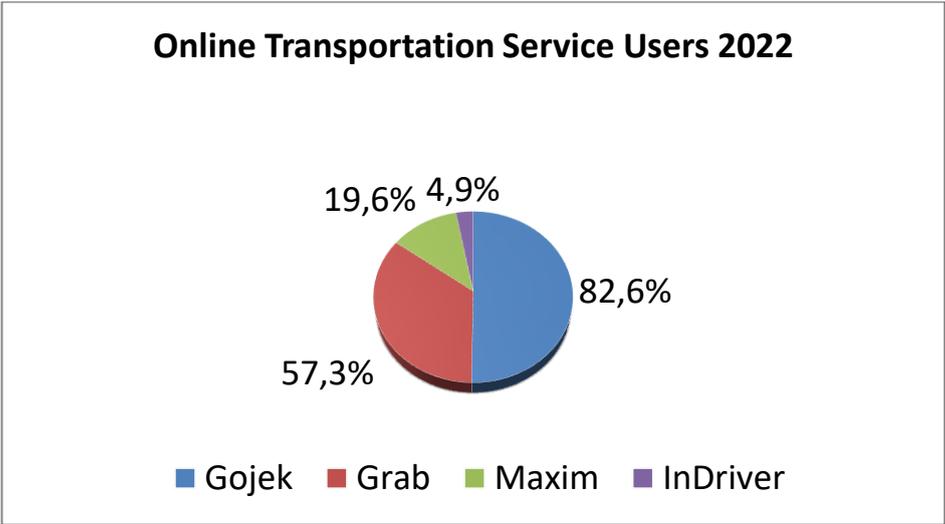


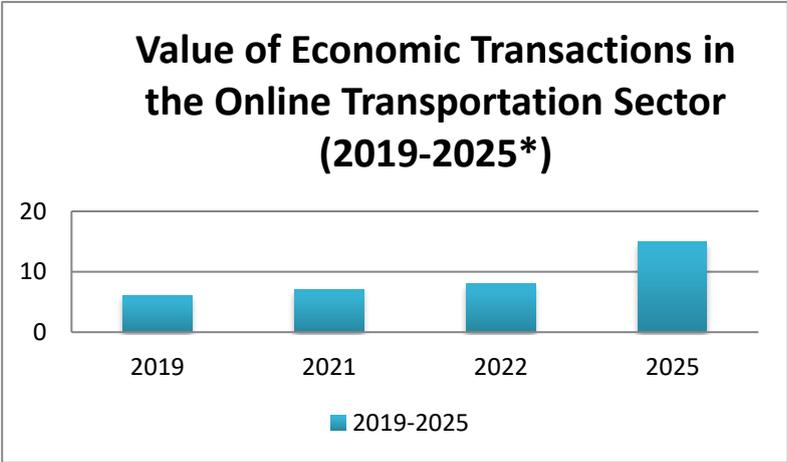
Figure 1.1 Online Transportation Service Users 2022

Source: Sadya (2022)

Figure 1.1 shows data on online transportation usage in 2022, where Gojek is the most used online transportation service by consumers in Indonesia, with a usage rate of 82.6%. In second place, Grab recorded a usage rate of 57.3%, indicating significant popularity although it has not yet been able to compete with Gojek. Meanwhile, Maxim and InDriver, with usage rates of 19.6% and 4.9% respectively, show that although they participate in the market, both are still far behind compared to Gojek and Grab.

The economic value of the online transportation sector has experienced significant growth in recent years, creating a substantial impact due to technological innovations in the field of mobility. In this sector, which includes services such as online motorcycle taxis and online taxis, has revolutionized the way people interact with transportation services, offering higher efficiency and unprecedented convenience. This growth not only contributes to increased accessibility and flexibility for consumers but also has a wide-ranging economic impact, including the creation of new jobs and changes in the structure of the traditional transportation market.

According to research conducted by Google, Temasek, and Bain & Company in Databoks.com Annur (2022), it shows that the projected transaction value for online transportation services from 2019-2025* is expected to experience significant increases and rise exponentially. The author presents the data in the form of a graph.



Source: Annur (2022)

Figure 1.2 Economic Transaction Value of the Online Transportation Sector 2019-2025*

Figure 1.2 shows that the online transportation sector in Indonesia has experienced stable growth and is expected to continue to develop significantly until 2025. This growth reflects the increasing importance of online transportation in the digital economy, driven by various factors including technological advancements, service expansion, and ongoing investments in this sector. From 2019 to 2025, the online transportation sector is expected to experience a substantial increase in economic value, rising from 6 billion USD in 2019 to a range of 15 to 16 billion USD, equivalent to IDR 246,328,000,000,000 (two hundred forty-six trillion three hundred twenty-eight billion rupiah) in 2025. This indicates nearly a threefold increase in economic value from 2019, emphasizing the sector's significant potential to continue supporting economic growth in the future.

Based on a survey published by (Kompas.com, 2019), around 32% of the Indonesian population, particularly from the Generation Z and student demographics, show a strong dependence on online transportation services. This service has become an important part of daily life, especially for those living in areas with limited access to public transportation. The survey revealed that one in three respondents, most of whom were aged between 17 and 24, fell into the "intensive users" category, meaning they used online transportation apps more than once a week. This phenomenon shows that the younger the users, the higher the frequency of using online transportation services, which now also includes additional services such as food delivery that are very popular among the younger generation.

Gojek, as one of the pioneers of app-based transportation services in Indonesia, has attracted the attention of many users, including students. However, despite its increasing popularity, there are several factors that influence users' purchasing decisions, particularly students. One of the main factors considered is the price of the service. Price plays an important role in determining whether students will choose to use Gojek's services compared to other alternatives.

Price as one of the main factors influencing consumer purchasing decisions. Many studies have shown that consumers are very sensitive to price changes, especially in a highly competitive business environment.

The purchase decision process is one of the steps taken by consumers before deciding to buy a product/service. The purchase decision goes through an integration process used to combine knowledge in order to evaluate several behavioral alternatives and choose one of them.

Besides price, the ease of use of the application is also considered an important factor influencing the purchasing decision. A user-friendly and easy-to-operate application is very important for students who have limited time and often need quick and efficient services. The ease of using the application, application navigation, order speed, and payment convenience are some aspects that influence students' perceptions of an application.

However, even though Gojek services offer convenience and efficiency, the decision to purchase these services is not solely based on the ease of using the application. Price perception plays an important role in influencing purchasing decisions. Price perception can be defined as how consumers view the level of affordability, the alignment of price with quality, and the benefits they derive from the services offered. Students, as a group of consumers with limited income and price sensitivity, often consider price as one of the main indicators in their purchasing decisions. Students often take the price of services into account as the primary

consideration when choosing a transportation service provider. price changes, whether increases or decreases, can significantly impact their purchasing decisions.

Therefore, it is important to understand the extent to which price influences the purchasing decisions of Gojek services among students. Management students at Makassar State University, who tend to be active in technology use and frequently make online purchases, are chosen as relevant subjects for the study.

Although many studies have examined the factors influencing the purchase decisions of online transportation services, there are still limitations. Research that uses these three variables in a single research model is still limited. In the 8 previous studies that have been reviewed, research using ease of use as a mediating variable between price and purchase decision in the context of online transportation application services like Gojek has also not been extensively studied. Some researchers specifically study the direct influence of price on purchase decisions, while other researchers separately examine the role of application ease of use. However, research on how price and ease of use simultaneously affect purchasing decisions is still rare, especially among students, and most previous studies have focused more on the general population or specific user groups without considering the unique characteristics of students.

RESEARCH METHOD

This type of research uses an explanatory approach with a conclusive research design, which adopts descriptive, cross-sectional, and single cross-sectional approaches. Quantitative research is defined as a methodology that focuses on the collection of measurable data and generally involves statistical analysis in various forms (Malhotra, 2019). The conclusive research design aims to support decision-making by determining, adjusting, and selecting the most appropriate steps in specific situations (Malhotra, 2019). Descriptive research is a type of conclusive research that focuses on providing an overview of specific market characteristics or conditions. (Malhotra, 2019).

Cross-sectional design involves the collection of data from a sample population at a single point in time (Malhotra, 2019). Single cross-sectional design is a type of cross-sectional design that uses only one sample of respondents from the research population, where data from that sample is collected only once. (Malhotra, 2019). The main objective of this analysis is to present an overview or summary that helps readers understand the types of variables and their relationships. (Tashakkori & Teddlie, 2010).

The analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS), Descriptive Analysis, and Excel. The purpose of this data analysis is to summarize the data in an easily understandable form, so that the relationships in the research can be tested and the hypotheses can be answered.

RESULT AND DISCUSSION

The Influence of Price Perception on Purchase Decisions

Based on the hypothesis test results, the path coefficient from price perception to purchase decision is 0.216, the p-value is 0.028, and the positive t-statistics value is 2.206, thus the hypothesis is accepted. The results of this study found that price perception has a positive and significant influence on purchasing decisions, which means that students' perception of the price of a service has a strong, close, and positive direct relationship with the purchasing decisions they make. In other words,

when students feel that the price of the offered product or service is fair, competitive, and commensurate with the quality and benefits they receive, they tend to have a higher level of confidence in making a purchase decision.

Based on the results of the questionnaire analysis conducted, it was found that the indicator of price suitability with product quality, specifically the price of Gojek's application services competing with similar transportation, has the lowest average score of 4.13. (kategori Tinggi). This indicates that there are still similar services from other online transportation companies offering cheaper or more competitive prices. Based on the data processing from the questionnaire conducted by the researcher, it shows that the price-benefit alignment indicator has the highest score with an average value of 4.26. (kategori Sangat Tinggi). These results indicate that the majority of respondents, particularly students, feel that the prices offered by Gojek are not only fair but also commensurate with the benefits they receive, such as ease of use, comfort, and reliability of the service. Therefore, when customers feel that the price is in line with the benefits received, they are more likely to make a purchase decision to use Gojek's services compared to similar services. The high price appropriateness not only increases satisfaction but also influences purchasing decisions.

Overall, the Price Perception variable (X) received an average score of 4.19, which falls into the high category. This indicates that respondents have a positive view of the prices of Gojek's service application, considering them affordable, competitive, and commensurate with the quality and benefits provided. In this study, price perception was measured through several indicators, namely the affordability of product prices, the alignment of prices with product quality, the competitiveness of product prices, and the alignment of prices with benefits. The alignment between the set price and the perceived benefits and quality by consumers, especially students, results in a positive perception. Thus, it can be concluded that a good price perception, such as affordable, competitive, and quality-aligned prices, and commensurate with the benefits provided, will lead to purchasing decisions for the Gojek application services among students.

Therefore, this research aligns with previous studies conducted by (Fairliantina, 2023) which show a positive and significant influence of price perception on purchasing decisions.

The Influence of Price Perception on Ease of Use

Based on the hypothesis test results, the path coefficient from price perception to ease of use is 0.680, with a p-value of 0.000 and a positive t-statistics value of 8.928, thus the hypothesis is accepted. The results of this study found that price perception has a direct, positive, and significant impact on ease of use. It can be interpreted that the better the customers' perception of the price of a product or service (such as being considered affordable, appropriate, or valuable), the higher their assessment of the ease of using the Gojek application services.

Based on the results of the questionnaire analysis conducted, it was found that the indicator "easy to get the system to do what the user wants to do" has the lowest

average score of 4.27 (Very High). This indicates that the indicator "easy to get the system to do what the user wants to do" is in the lowest average position compared to other indicators included in this variable. However, overall, the average score obtained by this indicator still falls into the very high category, even though the contribution of the indicator "easy to get the system to do what the user wants to do" is not as high as other indicators. It can be interpreted that the Gojek application service is designed to provide convenience to consumers, especially students, so that they do not experience difficulties in operating or understanding how the system works. Based on the data processing from the questionnaire conducted by the researcher, it shows that the indicator clear and understandable has the highest score with an average value of 4.46. (Very High category). These results indicate that the majority of students find the services provided to be very clear and easy to understand. This reflects that the Gojek application or service is well-designed, making it easy for users to understand how it works without requiring much effort. The ease of use can increase satisfaction because an easy-to-use service makes the process more efficient, reduces stress, and provides a comfortable experience.

Overall, the Ease of Use variable (Z) received an average score of 4.37, which falls into the very high category. This indicates that consumers, especially students, feel that services like the Gojek app are very easy to use, both in terms of an easily accessible and operable system, which can provide comfort and efficiency that match the value of the price they pay. Thus, a good price perception not only influences purchasing decisions but also enhances the evaluation of ease of use.

In this study, ease of use is measured through several indicators, namely easy to use, easy to get the system to do what the user wants to do, doesn't require a lot of mental effort, clear and understandable. Thus, it can be concluded that a good price perception, where consumers, especially students, consider the service price to be affordable, competitive, and commensurate with the benefits, directly affects their assessment of the ease of using Gojek's services. Therefore, a positive price perception not only drives purchasing decisions but also contributes to ease of use, which ultimately strengthens customer satisfaction and loyalty towards Gojek's services.

As stated by Atmajayanti et al (2024), price perception is the process by which consumers interpret the value of the expected price or attributes of goods and services. When consumers evaluate and research product prices, this is largely influenced by the consumers' own behavior. According to Jogiyanto (2007), ease of use is also defined as the extent to which a person believes that using a particular technology does not require much effort.

The Influence of Ease of Use on Purchase Decisions

Based on the hypothesis test results, the path coefficient from ease of use to purchase decisions is 0.596, with a p-value of 0.000 and a positive t-statistics value of 6.220, thus the hypothesis is accepted. The results of this study found that ease of use

has a direct, positive, and significant impact on purchasing decisions. It can be interpreted that these results strengthen the notion that the easier the service is to use, the greater the likelihood that consumers, especially students, will make a purchase decision. This indicates that ease of use is an important factor influencing customer behavior in choosing and using services. Therefore, Gojek needs to ensure that the service remains intuitive, efficient, and user-friendly to increase the likelihood of purchase decisions.

Based on the results of the questionnaire analysis conducted, it was found that the indicators of purchase frequency and quantity had the lowest average score of 4.24. (Very High). This indicates that ease of use plays an important role in influencing purchasing decisions. Services that are easy to use make consumers, especially students, more comfortable and efficient in making purchases, thereby facilitating decision-making. However, the relatively low score compared to other indicators indicates that although ease of use has supported the purchasing decision, the aspects of purchase frequency and quantity still need reinforcement to encourage customers to make purchases more often or in larger quantities.

Based on the data analysis from the questionnaire conducted by the researcher, it shows that the speed indicator in purchasing a product has the highest score with an average value of 4.28. (Very High category). These results indicate that consumers, particularly students, have a positive user experience and ease of use, which directly contributes to the decision-making process of purchasing or using Gojek services. Gojek services are easily accessible, intuitive, simple, and facilitate students in completing transactions quickly, thereby increasing their comfort and confidence in making purchasing decisions.

Overall, the Purchase Decision variable (Y) received an average score of 4.26, which falls into the high category. This indicates that ease of use is an important factor that supports the purchasing decision. A user-friendly service provides a pleasant, efficient, and seamless experience for customers, making them more confident in making purchasing decisions. Ease of accessing features, understanding the system, and conducting transactions creates comfort that directly affects the purchase rate. Thus, the higher the customer's perception of ease of use, the greater the likelihood they will make a purchase decision. This shows that focusing on improving ease of use can be an effective strategy to enhance purchasing decisions and strengthen customer loyalty. In this study, purchasing decisions are measured through several indicators, namely product choice, purchase amount and quantity, speed in purchasing a product, and payment method.

Therefore, this study is in line with previous research conducted by Ramadhan (2021), which shows a direct, positive, and significant influence of ease of use on purchasing decisions.

The Influence of Price Perception on Purchase Decisions Through Ease of Use

Based on the hypothesis test results, the path coefficient for price perception on

purchase decisions through ease of use is 0.406, with a p-value of 0.000 and a positive t-statistic value of 5.940, thus the hypothesis is accepted. The results of this study explain that price perception indirectly affects purchasing decisions through ease of use, indicating that the three variables of price perception, ease of use, and purchasing decisions are intertwined in a mutually influencing relationship. This means that students who feel that the prices of services offered by applications like Gojek are fair or advantageous will be more inclined to pay attention to how easy the services are to use. Therefore, this study is in line with previous research conducted by Ramadhan (2021), which shows a positive and significant indirect effect of price perception on purchase decisions through ease of use.

CONCLUSION

Based on the data obtained in the study regarding the influence of price perception on the purchase decision of Gojek application services mediated by ease of use, and after analysis, this study involved 117 respondents who are active students from 2020 to 2023 in the Management study program, Faculty of Economics and Business, Makassar State University. From the results of the analysis, the following conclusions can be drawn:

1. There is an influence of price perception on the purchasing decision using the Gojek application services among management students at Makassar State University.
2. There is an influence of price perception on ease of use. This indicates that prices considered friendly and competitive not only influence purchasing decisions but also enhance comfort and ease of use of the application. Positive experiences related to price contribute to users' perception of ease when interacting with the Gojek application.
3. There is an influence between Ease of Use and Purchase Decisions. This shows that the easier it is for students to use the application, the more likely they are to make a purchase. The ease of using the Gojek application plays a key role in supporting purchasing decisions, underscoring the importance of an intuitive interface design and feature accessibility.
4. There is a significant influence between price perception and the purchase decision of Gojek application services, which is fully mediated by ease of use among Management students at Makassar State University. In other words, ease of use acts as a full mediation in the relationship between price perception and the purchase decision of Gojek application services.

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