

PENGARUH PELAYANAN, HARGA, DAN PROMOSI TERHADAP KEPUTUSAN PENGGUNA ALAT TRANSPORTASI ONLINE DI MEDAN

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ABSTRAK

Transportasi online pertama kali populer di Indonesia sejak kehadiran Gojek pada tahun 2010. Ada beberapa transportasi online yang ada di Medan seperti Grab, Gojek, Maxim, dan InDrive. Permasalahan pelayanan yaitu konsistensi layanan tidak sesuai dengan janji yg diberikan, pengemudi kurang ramah serta tidak profesional. Permasalahan harga yaitu perbedaan harga antar platform aplikasi dan kompleksitas struktur tarif. Permasalahan promosi yaitu ketergantungan berlebihan pada promo untuk menarik pengguna baru dan kurangnya edukasi pengguna pada promo dalam metode pembayaran.

Penelitian deskriptif kuantitatif adalah metode penelitiannya, dan penelitian eksplanatori adalah sifat penelitiannya. Wawancara, kuesioner, dan studi dokumentasi merupakan metode pengumpulan data. Regresi linier berganda dengan pengujian asumsi klasik yaitu normalitas, multikolinearitas, dan heteroskedastisitas adalah metode analisisnya. Populasi penelitian ini adalah 300 pengguna, 171 diantaranya dipilih melalui simple random sampling yang dibagi ke 21 kecamatan di Medan, dan diuji validitas dan reliabilitasnya pada 30 diantaranya.

Kesimpulan pengaruh pelayanan, harga dan promosi secara simultan (ujif) berpengaruh positif terhadap tingkat keberhasilan $F_{hitung} 34.524 > F_{tabel} 2.66$ dengan sig. $0.000 < 0.05$. Secara parsial (uji t) pelayanan $t_{hitung} 4.883 > t_{tabel} 1.65392$ dan sig. $0.000 < 0.05$, harga $t_{hitung} 1.494 < t_{tabel} 1.65392$ dan sig. $0.137 > 0.05$, promosi $t_{hitung} 1.769 > t_{tabel} 1.65392$ dan sig. $0.079 > 0.05$. Hasil uji koefisien determinasi *Adjusted R Square* sebesar 0,372 artinya 37.2%, pelayanan, harga dan promosi berpengaruh terhadap keputusan pengguna alat transportasi online di Medan dengan tingkat 37.2%, sedangkan sisanya 62.8% adalah faktor lain dapat dijelaskan oleh variabel lain.

Kata kunci : pelayanan, harga dan promosi

THE EFFECT OF SERVICE, PRICE, AND PROMOTION ON THE DECISIONS OF ONLINE TRANSPORTATION USERS IN MEDAN

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ABSTRACT

Online transportation first became popular in Indonesia with the arrival of Gojek in 2010. There are several online transportation services available in Medan, such as Grab, Gojek, Maxim, and InDrive. Service issues include inconsistency in service delivery, drivers who are unfriendly and unprofessional. Pricing issues include price differences between application platforms and complex fare structures. Promotional issues include excessive reliance on promotions to attract new users and a lack of user education on promotions in payment methods.

Quantitative descriptive research is the research method, and explanatory research is the nature of the research. Interviews, questionnaires, and documentation studies are the data collection methods. Multiple linear regression with classical assumption testing, namely normality, multicollinearity, and heteroscedasticity, is the method of analysis. The research population consists of 300 users, 171 of whom were selected through simple random sampling divided into 21 sub-districts in Medan, and the validity and reliability were tested on 30 of them.

The simultaneous effect of service, price, and promotion (F-test) has a positive effect on the success rate. $F_{count} 34.524 > F_{table} 2.66$ with sig. $0.000 < 0.05$. Partially (t-test), service $t_{count} 4.883 > t_{table} 1.65392$ and sig. $0.000 < 0.05$, price $t_{count} 1.494 < t_{table} 1.65392$ and sig. $0.137 > 0.05$, promotion $t_{count} 1.769 > t_{table} 1.65392$ and sig. $0.079 > 0.05$. The adjusted R-square coefficient test result is 0.372, meaning that 37.2% of the decision to use online transportation services in Medan is influenced by service, price, and promotion, while the remaining 62.8% is explained by other factors.

Keywords : service, price and promotion