

PURCHASE DECISION ANALYSIS ON GO-JEK

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**PURCHASE DECISION ANALYSIS ON GO-JEK APPLICATION: THE
ROLE OF CONSUMER PERCEPTION AND CONSUMER TRUST AS A
PREDICTOR**

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Abstrak

Teknologi dan perkembangannya adalah bagian dari kehidupan kita, dan sistem sosial secara progresif menyerapnya. Ketika teknologi di bidang transportasi seperti halnya Go-Jek dapat membantu orang mencapai tujuan mereka secara lebih efektif dan efisien, dapat dianggap secara positif sebagai teknologi yang ramah dan sarana yang mendukung dan mempermudah kehidupan manusia. Tujuan utama penelitian yakni menganalisis pengaruh persepsi konsumen dan kepercayaan konsumen terhadap keputusan pembelian pada aplikasi Go-Jek. Sampel dalam penelitian ini berjumlah 100 responden yang ditentukan dengan pendekatan convenience sampling. Pengumpulan data menggunakan instrumen kuesioner yang kemudian dibagikan secara online. Analisis data menggunakan aplikasi SPSS dengan menampilkan hasil pengolahan data melalui uji instrumen penelitian dengan uji validitas dan reliabilitas, analisis regresi berganda, koefisien determinasi dan uji hipotesis. Berdasarkan hasil analisis data menyatakan persepsi konsumen dan kepercayaan konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian pada aplikasi Go-Jek. Implikasi penelitian menerangkan untuk meningkatkan persepsi konsumen dan kepercayaan konsumen tentang pelayanan aplikasi Go-Jek sebaiknya perusahaan perlu menambah variasi produk yang terdapat dalam aplikasi, sehingga perusahaan dapat memahami apa yang diharapkan pelanggannya dan menyesuaikan fitur layanannya sesuai dengan kebutuhan.

Keywords: Persepsi Konsumen, Kepercayaan Konsumen, Keputusan Pembelian, Aplikasi Go-Jek

Abstract

Technology and its developments are part of our lives, and social systems progressively absorb them. When technology in the transportation sector such as Go-Jek, can help people achieve their goals more effectively and efficiently, it can be positively perceived as a friendly technology and a means that supports and facilitates human life. The main objective of the research is to analyze the effect of consumer perceptions and trust on purchasing decisions on the Go-Jek application. The sample in this study amounted to 100 respondents, determined by the convenience sampling approach. Data collection uses a questionnaire instrument which is then distributed online. Data analysis uses the SPSS application by displaying data processing results through research instrument tests with validity and reliability tests, multiple regression analysis, coefficient of determination, and hypothesis testing. Based on the results of data analysis, it is stated that consumer perceptions and trust have a positive and significant effect on purchasing decisions on the Go-Jek application. The research implication explains that to increase consumer perceptions and confidence in Go-Jek application services, companies should add various products to the application to understand what customers expect and adjust their service features according to their needs.

Keywords: Consumer Perception, Consumer Trust, Purchase Decision, Go-Jek Application

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INTRODUCTION

The development of science and technology has led to an increasingly widespread trade without space and time limits, giving rise to tough competition by companies engaged in similar businesses (Sundulusi et al., 2022); (Widati, 2022). Therefore, consumer behavior is one of the important things that must be considered in carrying out these business activities. Every company conducts studies related to consumer behavior (Sudirman, Ratih, et al., 2022). This study involves individuals or groups who choose, buy, and use products or services produced by companies to satisfy the needs and wants of their consumers. Public perceptions of online shopping are influenced by various factors, including experience, current needs, espoused values, and expectations/expectations, while trust, feelings, and responses influence consumer attitudes (Tiris Sudrartono et al., 2022); (Kurniawan et al., 2022). People who are components of a smart market can interpret their buying experience because a perception has been formed of the products or services they buy (Sudirman et al., 2021).

Transportation contributes greatly to human life about daily human activities and is an essential part of supporting the need for movement from one place to another (Basoeky et al., 2021). The current development of transportation services has made many transportation companies maximize their performance to compete with other transportation companies (Purba et al., 2020). A transportation company must work hard to understand the needs and wants of its customers (Lie et al., 2019). Understanding customers' needs and desires will provide important input for the company and create innovations in transportation services to satisfy its customers (Rezeki et al., 2021). Gojek, which exists today, can change the value of

habits when using transportation. But it is not just transportation services, Gojek also provides several other services such as food delivery, purchase of goods, delivery of goods, and many more (Tazkani & Halimatussakdiah, 2019). Through consumer perception, which is the process of entering insight and information into the human brain that can present a relationship with the environment and its choices (Sudirman, Sherly, et al., 2020), Gojek will continue innovating services to satisfy consumer perceptions (Ramadania et al., 2020).

Interpretation and consumer perceptions are then described as behavior and contain actions as a reaction to satisfaction (Lie et al., 2021). Products perceived as having quality are products that conform with what consumers need and want, and can consistently meet consumer satisfaction without the slightest flaw (Xia & Monroe, 2009). Given this all-digital era, consumers certainly take advantage of various sites on the internet to find out about the products they want (Yang et al., 2016). That way, they have a perception of the item. As mentioned earlier, this perception can influence consumer decisions and result in purchases (Maulana et al., 2019). Perceived quality shows the customer's perception of the quality or superiority of a product seen from the relative function of the product compared to other products that can be formed through the experiences they experience (Putri et al., 2020). Research results (Belanche et al., 2012) and (Hamidi & Mujiono, 2018), explain that consumer perceptions using online-based applications significantly affect purchasing decisions.

In addition to consumer perception factors, consumer trust is also considered important in shaping consumer behavior when purchasing products (Sudirman, Efendi, et al., 2020). Consumer trust is a predictor that significantly influences a

business's success (Sinaga et al., 2020). Trust is an intangible variable and cannot be replaced by any technical mechanism and can be regarded as a psychological condition that can develop for various reasons (Ishak, 2011). The concept of consumer trust is developed into an intangible realm because it is seen as an asset that cannot be observed and is intangible but has a significant impact on business (Are & Setyorini, 2019); (Verina et al., 2014). Theory and practical experience have identified trust as critical and have an impact on loyalty and cooperation in business relationships (Unindha, 2017). Research results (Nababan et al., 2021) and (Sidharta & Suzanto, 2015), explained that consumer trust significantly affects purchasing decisions in online-based application services. Responding to the public's interest and need for Gojek and departing from the results of previous research, the researchers wanted to analyze the influence of consumer perceptions and consumer trust on purchasing decisions on the Go-Jek application. For this reason, Go-Jek application service providers must accommodate consumer complaints and solve them wisely to gain consumer trust and loyalty.

LITERATURE REVIEWS

Consumer Perception

Perception is one of the important psychological aspects for humans in responding to the presence of various aspects and symptoms around them. Perception is shaped by learning, memory, hope, and concern, not by passively accepting conditions (Xia & Monroe, 2009). (Setiadi, 2013), adds a process that arises as a result of a sensation, where sensation is the activity of feeling or the cause of an exhilarating emotional state indicating a consumer's perception. In an

increasingly competitive market, studies on consumers that provide information about the character and perceptions of consumers will always provide benefits (Zhao & Othman, 2011). This is because marketers always try to create advertisements or messages above the threshold level of consumer awareness (Reppi et al., 2015). The perception process that occurs in consumers actually not only distinguishes one stimulus from another, but consumers also try to generalize the stimulus. Consumers have a number of limitations in terms of their capacity or ability to obtain all information from the environment (Resti, Devi; Soesanto, 2016). Study results (Rani & Ramachandra, 2019) and (Belanche et al., 2012) explain that consumer perceptions strongly impact the decision to purchase a product. Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H1: Consumer perception affects purchasing decisions.

Consumer Trust

A growing business is a business that is based on trust, and a trusted company or marketer is a company or marketer that invests in sustainable and prolonged business continuity (Sudirman et al., 2021). Trust is the foundation of business. Creating and building consumer trust is one of the most important factors in creating consumer loyalty (Sudirman, Halim, et al., 2020). In addition to consumer confidence affecting purchasing decisions or using services, there are also factors that can affect consumer confidence, where consumer confidence will decrease due to the factors that influence it (Sudirman, Wardhana, et al., 2022). Consumer trust is basically what a company gives or does not give. Consumer trust can influence purchasing decisions or using products and services, However, in

general, every consumer has the right to choose the products and services he wants to use. Consumer trust is important in measuring consumer confidence in a product and service they want to use and can influence purchasing or usage decisions (Are & Setyorini, 2019). Study results (Verina et al., 2014) and (Sidharta & Suzanto, 2015) confirm that the trust factor has a significant influence and plays a crucial role in consumer behavior in purchasing decisions. Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H2: Consumer trust affects purchasing decisions.

Purchase Decision

The purchasing decision is an alternative taken by consumers in using services (Reppi et al., 2015). The characteristics of the products and services offered are very important in influencing the decision to use or purchase, both in terms of existing services and promotions (Masrin & Yanto, 2019). Consumers often make decisions based on how they feel rather than on objective reality. Therefore it is necessary to consider consumer perceptions about businesses and products or services (Novixoxo et al., 2018). Consumer perceptions can be included as an important part of designing marketing strategies. Although marketers cannot impose perceptions on consumers, they can try hard to understand them by determining the factors that influence them and knowing how perceptions are processed. One of the benefits for marketers is that knowing the general perceptions made by consumers will make it easier to adjust marketing and advertising messages (Jeng, 2016). So that the message to be conveyed can be well received by consumers so that the product can be recognized, interpreted, and stored in the memory of consumers. Purchasing decision-making is also

determined by consumer behavior and consumer trust (Gabisch & Gwebu, 2011). The consumer's mood is a driving factor in purchasing decisions or using services (Saputra et al., 2014). The buying process begins when the buyer recognizes a problem or need. Recognition of needs can be interpreted as the perception of the difference between the desired state and the actual situation that uploads and activates the decision process (Sata, 2013).

METHODS

A quantitative research design with an associative approach is used in this study. The research population used in this study is MSME business actors in Indonesia. Due to the unknown population, the sample was taken using a convenience sampling technique. According to (Hair, 2014), if the total population is unknown, ideally, the size of the representative respondents depends on the number of all indicators in the variable multiplied by 5-10. This study has ten indicators, so the number of respondents for this study is $17 \times 10 = 100$ samples. This number is considered representative to be observed as representative of the population because it has met the minimum sample threshold. This study uses a research instrument test consisting of validity and reliability tests. The quantitative analysis consists of a normality test, regression test, hypothesis test, correlation test, and coefficient of determination. The operational definition of consumer perception variables consists of selective attention, selective distortion, and selective retention. Furthermore, the consumer trust variable consists of trusting belief and trusting intention.

RESULTS AND DISCUSSION

Table 1. General Profile of Respondents

Categories	Details	amount	Percentage (%)
Gender	Men	42	42
	woman	58	58
Age (years)	20-29	28	28
	30-39	42	42
	40-49	20	20
	50-59	10	10
Level of education	High School	47	47
	Diploma	13	13
	Bachelors	40	40
Frequency of Use of the Go-Jek Application	< 1	20	20
	1-5	60	60
	6-10	14	14
	> 10	6	6

Validity and Reliability Test

Table 2. Validity Test Results

Variables	Corrected items - Total correlation	N of Items	Test results
Consumer Perception	0.532	9	Valid
Consumer Trust	0.507	6	Valid
Buying decision	0.672	15	Valid

Based on the validity test of table 1 above, it is concluded that all indicators in the study have a value above 0.30, and the measurement items used in this research are valid. Next, a reliability experiment is carried out to measure the measurement items on the questionnaire items that describe the indicators of the variables. A questionnaire is reliable if a person's response to a question does not change or is normal from time to time.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Test results
Consumer Perception	0.826	9	reliable
Consumer Trust	0.810	6	reliable
Buying decision	0.912	15	reliable

The results of the experiment's reliability shown in table 2 above prove that all indicators have a Cronbach alpha value for each instrument > 0.60, so it can be concluded that all the instruments used are reliable.

Multiple Regression Test

Table 4. Multiple Regression Test Results

Model	Unstandardized Coefficients		t-count	Sig.
	B	std. Error		
(Constant)	10.315	1.516	6.806	.000
1 Consumer Perception	.255	0.092	2.787	.006
Consumer Trust	.413	0.088	4.711	.000

The equation model is obtained from the multiple linear regression above: = 10.315 + 0.255X1 + 0.413X2, meaning that consumer perceptions and beliefs positively affect purchasing decisions. Based on these equations, it can be explained as follows:

1. The constant value of 10.315 can be interpreted if the variables of consumer perception and consumer trust are considered zero, then, the value of the purchase decision will be in the range of values of 10.315.
2. The value of the beta coefficient on the consumer perception variable is 0.255, which means that every change in the consumer perception variable by one unit will result in a change in the purchase decision of 0.255 units with the assumption that the other variables are at a constant value.
3. The beta coefficient value on the consumer confidence variable is 0.413, which means that every change in the consumer confidence variable by one unit will result in a change in the purchase decision of 0.413 units with the assumption that the other variables are at constant values.

Simultaneous and Partial Hypothesis Testing

To examine the variable binding simultaneously, experiment F is used. Simultaneous hypothesis testing attempts to analyze whether consumer perceptions and trust variables can simultaneously influence purchase decisions.

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Table 5. Simultaneous Test Results

Model	Sum of Squares	df	F	Sig.
1 Regression	73,806	2	23,503	.000b
residual	152,304	97		
Total	226,110	99		

Based on the results of the simultaneous test analysis in table 5, the F-count value is 23,503 > from F-table with (0.05; 2 vs. 98) of 3.09 or with a significant $0.000 \leq 0.05$ can be interpreted as perception consumers, and consumer trust affects purchase decisions simultaneously. Subsequently, a partial test was conducted to partially analyze the effect of consumer perceptions and consumer trust on purchasing decisions. Based on the results of data analysis in table 4, the results of the t-test in this study are as follows:

1. Consumer perception has a significant level of $0.006 \leq 0.05$, meaning that consumer perception has a significant effect on purchasing decisions.
2. Consumer trust obtained a significant level of $0.000 \leq 0.05$, meaning that consumer trust significantly affects purchasing decisions.

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Coefficient of Determination Test

The coefficient of determination is used to measure how far a model can explain the variation of the dependent variable. The results of the determination test in this study can be explained in Table 6 below:

Table 6. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	std. An error in the Estimate
1	.571a	.326	.313	1,253

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Based on the results of the data analysis in table 6 above, the coefficient of determination value is 0.326, which means that the level of purchase decision of 32.6% can be explained by consumer perceptions and consumer confidence, while other factors can explain the remaining 67.4%, not discussed in this study.

Discussion

Based on the results of partial hypothesis testing (H1), consumer perception positively and significantly affects purchasing decisions. This indicates that consumer perceptions play an important role in shaping consumer behavior in determining purchasing decisions for a product. Customer perception allows marketers to improve the company's user experience quality. By mastering the work process, the company will better understand the needs and mindset of customers (Rumondang et al., 2020). The consumers' perception of the use of the Go-Jek application is most preferred because of the promo and ease of access, while the least is because the application is attractive. This diverse consumer perception goes back to how the needs of each consumer. More than 65% of consumers who choose promos are usually looking for opportunities to get lower prices. This promo makes Go-Jek users feel satisfied because they can buy services or food at a more affordable price and do not have to go to their destination. The creation of consumer perceptions is influenced by the stimulus received by the five senses. This stimulus ultimately influences individual perceptions and responses.

Based on partial hypothesis testing (H2) results, consumer trust positively and significantly affects purchasing decisions. This indicates that aspects of consumer trust are the foundation for building good relationships with consumers who use

technology-based services. When technology helps people achieve their goals more effectively and efficiently, it can be viewed positively as a friendly technology and a means of supporting and facilitating human life. Technology, in general, also has an image and reputation. How it looks depends on how enjoyable the experience is when the technology, media, accessibility, and service platforms work flawlessly and enable people to achieve their goals (Sudirman, Rosmayati, et al., 2020). Technically, trust can be built from the marketing building itself, namely the marketing mix, which is packaged with the right segmentation, targeting, and positioning structures and communicated in a simpler form, namely the brand. Creating a strong customer relationship is a target in the company, and the closeness of the relationship starts from the trust. Continuous purchasing decisions and consumer loyalty are key factors for sustainable growth and profitability.

CONCLUSION

The results of this study confirm that the consumer perception aspect significantly influences purchasing decisions on the Go-Jek application. This indicates that the existence of consumer perceptions is crucial for application developers to update the quality of their services. Product evaluation is usually the result of what it means rather than what it does. Furthermore, as the consumer sees it, the product is the product's market position and may have more to do with the consumer's expectations of product performance as communicated through its color, packaging, or style than with the product itself. Furthermore,

The results of subsequent research also confirm that consumer trust significantly impacts purchasing decisions. Consumer trust in online-based services such as services in the Go-Jek application

can be critical, so companies or organizations must be careful and maintain the good name and performance of companies that directly protect consumers and the business environment. Consumer trust will arise when consumers perceive reliability based on experience while interacting with the company. Consumers with high trust tend to develop strong relationships with service providers. Social exchange theory states that customers tend to interact with service providers they trust because consumer involvement increases the positive exchange and reciprocity of the relationship between the customer and the service provider, increasing the relationship of mutual trust. The implication is that customer involvement increases customer trust and product purchasing decisions.

This research presents a managerial implication to increase consumer perceptions and confidence in the Go-Jek application service, PT. Gojek Indonesia must enrich the brand value and present more attractive possibilities for business progress. This is very important because the opportunity to improve the quality of products and services in the future will increase. In addition, a customer-oriented Go-Jek company should try harder to understand what customers expect and adapt its service features according to their needs. Banking is a business based on customer trust, so if a bank implements an online transaction system, strong guarantees and integrity are needed to ensure that the online banking system is safe and reliable. Then, there needs to be intensity between Go-Jek companies and consumers which refers to how much customers want certain services.

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