The Effect of Ease of Use Of The Application, Quality Of Service, And Promotion On Repurchase Interest (Grab Application Customer Study at PT Sido Muncul Kebon Jeruk)

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Abstract

This study aims to determine and analyze the effect of ease of use of the application, quality of service, and promotion on repurchase interest in consumer studies of Grab application customers. Sido Muncul Kebon Jeruk, West Jakarta. The research method used is a survey method, using a questionnaire as a data collection tool. The population in this study were all employees of PT. Sido Muncul Kebon Jeruk, West Jakarta, with a sample size of 98 respondents. The analysis tool used is SPSS v 25. Based on the results and discussion, it proves that partially ease of use has negative and significant effect on repurchase interest partially service quality has positive and significant effect on repurchase interest, and partially promotion has positive and significant effect on purchase intention. Simultaneously, ease of use, quality of service, and promotion have a significant effect on repurchase interest.

Keywords: Ease of Use, Quality of Service, Promotion, Repurchase Interests**.**

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Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kemudahan penggunaan aplikasi, kualitas pelayanan, dan promosi terhadap minat beli ulang pada studi konsumen pelanggan aplikasi Grab PT. Sido Muncul Kebon Jeruk, Jakarta Barat.

Metode penelitian yang digunakan adalah metode survei, dengan menggunakan kuesioner sebagai alat pengumpulan datanya. Populasi dalam penelitian ini adalah seluruh karyawan PT. Sido Muncul Kebon Jeruk, Jakarta Barat, dengan jumlah sampel 98 responden. Alat analisis yang digunakan adalah SPSS v 25.

Berdasarkan hasil dan pembahasan membuktikan bahwa secara parsial kemudahan penggunaan tidak berpengaruh secara signifikan terhadap minat beli ulang. secara parsial kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli ulang, dan secara parsial promosi berpengaruh positif dan signifikan terhadap minat beli ulang. Secara simultan kemudahaan penggunaan, kualitas pelayanan, dan promosi terdapat pengaruh yang siginifikan terhadap minat beli ulang.

Kata Kunci: *Kemudahan Penggunaan, Kualitas Pelayanan, Promosi, dan Minat Beli Ulang.*

1. Introduction

The development of technology at this time shows a lot of extraordinary progress. Many things from the life sector have used technology itself. The development of technology has had a considerable impact on human life in various aspects and dimensions. At this time various kinds of information can be accessed by everyone through online media that does not require someone to sit in front of the television or listen to the radio directly but can be accessed using a computer or smartphone.

The development of information technology makes society no longer limited by time and place. Now information can be easily accessed anytime and anywhere. This is supported by the development of information technology networks in the community which are often called the internet. The internet has become a necessity for every element of society. The internet is a driver of world change, especially in terms of facilitating human affairs. Starting from the way people communicate, interact with others, even in business. Whenever and wherever it is, as long as the internet is available, information and communication can occur.

Many technological developments are utilized by companies by establishing online

based businesses. One of the growing online-based businesses today is the transportation service business with motorbikes commonly called motorcycle taxis. Ojek is a non-formal public transportation. It is called non-formal because of its existence that does not have an operating permit. Ojek is widely used by residents in villages and cities, because it has advantages over other transportation, which is faster and can pass places that are difficult to reach. If in the past ojek was managed conventionally and sole proprietorship, now a new business has emerged online motorcycle taxi that is managed professionally.

Companies engaged in services are highly demanded to be able to maintain reputation in the eyes of their customers. Quality of service is very important to be a concern for service owners. Quality of service is considered an important strategy for success in today's competitive environment. Good e-service quality will cause customer satisfaction as written by (Ma Sabiote et al., 2012) that satisfaction with electronic media will be determined by the perceived quality of electronic service quality.

Grab is one of the transportation service companies that provides mobile-based services in its operations to improve ease of access for its customers and the welfare of workers in various informal sectors in Indonesia. Grab provides various services to meet the needs and facilitate people's daily activities, including

transportation, food delivery, delivery of goods to a place in the same city and various other services as follows.

Currently, the largest online transportation service providers in Indonesia that still survive are Go-Jek and Grab. Both continue to offer the latest features and the best service to attract new customers. The competition between the two is arguably tight in providing the best service for customers.

A study from prosimilarweb.com a site that provides website traffic statistics & market intelligence data on a demographic statistics comparison page based on gender and length of time used by GoJek and Grab application users revealed that the number of Grab and Go-Jek unique visitors is not much different as can be seen in Figure 1.

From Figure 1. it can be concluded that Grab has 4,259,000 male users and 4,341,000 female users, while Go-Jek has 3,403,000 male users and 5 female users. 468,000 customers.

Grab is a service company founded by Anthony Tan in 2012 in Malaysia. Grab uses and utilizes e-commerce facilities in marketing and operations by creating services in a program, namely the Grab application from services produced by the Grab company. Grab's e-commerce platform is used to support its strategy in winning the competition in Indonesia's largest online transportation, delivery and dining services. Grab is a

smartphone-based application service, which is an application service designed for devices such as smartphones. For customers who use the Grab application before, it is necessary to download this application first. Grab application services can be downloaded at application provider services such as Google Play for Android or Apple Store for iOS.

According to Wykof in (Algifari, 2016) defines service quality as the level of excellence expected and control over the level of excellence to meet consumer desires. The ability of customers to get a website, where to find the desired product or service and information related to that product or service, and find the truth with minimal effort. Grab is present in Indonesia with the tagline "transportation platform is safe and everyone should have access to transportation". Grab presents the ease of using its application, the appearance in the Grab application is very simple and easy to use. Grab categorizes its services into 3 types of service menus namely Transportation, Food and Courier. Customers only need to choose the type of service needed.

The factor that supports customers to be satisfied in using the Grab service application is promotion. Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve sales quality to improve marketing activities in terms of marketing goods or services from a company. In general, service companies promote so that consumers are interested in using and reusing these services. Grab strives to reach many people through promotions that are intensively advertised through many media such as social media, applications, billboards, websites and many more. Promotions usually contain promotional codes for discounts or promotional codes to get free trips, whether they are existing users or new users of the Grab application. Grab often collaborates with certain events by providing special booking codes for those who use the application at these events. Special promotions are also given to Grab application users who register a credit card as payment of application tariffs. Quality of service is the next factor that is considered capable of influencing repurchase interest. Market competition is getting tighter, making many companies talk about quality, where they think the quality of their services is the best. In addition, concern for service quality becomes a reason to seek the hearts of consumers.

On the other hand, consumers will feel very satisfied and happy if the services they buy are in accordance with their expectations, according to their wishes, and in accordance with what has been heralded. Based on the explanation above, service quality is one of the factors that influence consumer repurchase interest. The existence of good service quality will be better, it will make consumer's

Table 1. Types of Grab Service

No	Type of Service	Information
1	*GrabBike*	booking transportation services using two-wheeled vehicles
2	*GrabCar*	Booking a private vehicle (car) rental service with driver
3	*GrabExpress*	Services that provide express courier services
4	*GrabFood*	Food delivery services through the Grab application

Source : official website of PT. GrabTaxi Holding Pte. on the "Services" page. https://www.grab.com/id/taxi/
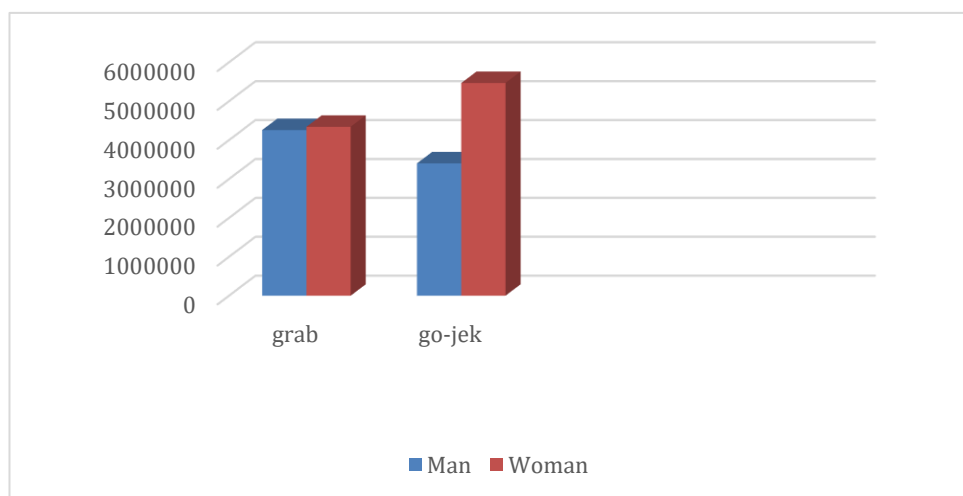

Figure 1. Number of Grab and Gojek Passengers by Gender in 2017 in Indonesia

Source : Prosimilarweb official website. on the "Grabtaxi Passenger" page
https://pro.similarweb.com/#/apps/demographics/0com.grabtaxi.passenger/84 0/1m

repurchase interest higher.

Based on Table 2, the percentage of Grab users in 2018 increased from the previous year, and in 2019 Grab decreased.

Therefore, researchers are interested in conducting research entitled "The Effect Of Ease Of Use Of Applications, Service Quality,And Promotion On Repurchase Interest (Study Of Grab Application Customers At PT. Sido Muncul Kebon Jeruk)". The results of the research are expected to provide input in the form of solutions and as input for thoughts and useful information to determine marketing strategies that are more targeted and in accordance with consumer needs. Become a reference and provide input in the form of contributions of thoughts related to similar research in the future. This research was conducted with the hope that it can help

provide information on the factors that influence the repurchase interest of consumers/customers of the Grab application.

Based on the background of the problem described earlier, this research purposes to find out the extent of the effect of ease of use of the application on the repurchase interest of Grab application customers. The extent of the effect of service quality on the repurchase interest of Grab application customers. The extent to which the promotion affects the repurchase interest of Grab application customers. The extent of the effect of ease of use of the application, service quality, and promotion on the repurchase interest of Grab application customers.

2. Theoretical Framework and Hypothesis Development

2.1 Hypothesis Development

Hypothesis testing is used to determine the truth of provisional conjectures. Hypothesis is basically interpreted as a temporary answer to the formulation of a research problem (Sugiyono, 2017). Based on the formulation of the problem stated above, the research hypothesis can be formulated as follows:

1. It is suspected that there is an influence of ease of use of the application on the repurchase interest of Grab application customers.

2. It is suspected that there is an influence of service quality on the repurchase interest of Grab application customers.

3. It is suspected that there is an influence of promotion on the repurchase interest of Grab application customers.

4. It is suspected that there is an influence of ease of use of the application, quality of service and promotion on the repurchase interest of Grab application customers.

2.2 Conceptual Framework

Conceptual framework explains theoretically the relationship between the variables studied, namely, ease of use, quality of service and promotion which is the independent variable and repurchase interest which is the dependent variable can be seen in Figure 2.

3. Research Method

3.1 Research Strategy

This research is included as associative research. Associative research is research that looks for the relationship or influence of the independent variable (X) to the dependent variable (Y). According to (Sugiyono, 2017), an associative strategy is a formulation of a research problem that is an influence between two or more variables.

Table 2. Top Brand Data

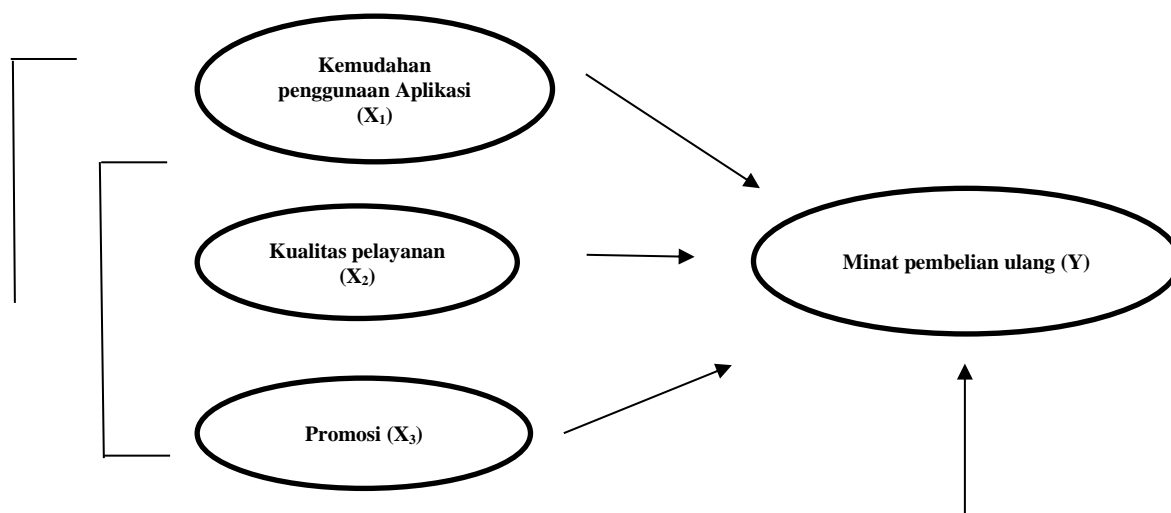| Year	Grab	Gojek	Uber
2017	28,2%	59,2%	
2018	48,0%	44,9%	8,0%
2019	43,1%	44,6%	

Figure 2. Conceptual Framework

The target population is the population that is used as the source of the data. The population in this study is employees of PT. Sidomuncul Kebon Jeruk, a Grab application user.

Purposive sampling techniques is a sample selection technique based on the special characteristics of the sample which is considered to have a very close relationship with previously known population characteristics, namely as follows:

1. Have your own Grab service app.

2. Consumers who have made Grab service orders at PT. Sidomuncul, West Jakarta.

3. Make service reservations at least twice on the Grab application.

The sample of this study was taken using the slovin formula, The population (N) is 4720 employees at PT. Sidomuncul (Muncul, 2023) assuming error rate (α) = 10%, then the number of samples is 98. In this study using quantitative methods with a descriptive approach because the variables will be examined for influence and the purpose in presenting an overview of the influence on the variables being studied on Table 3.

4. Result, Discussion, and Managerial Implication

Table 3. Application Ease of Use Indicator

Variable	Indicator	Item
Ease of Use (X$_1$) *Source :* (Yogananda & Dirgantara, 2017)	Easy to Learn	1
	Easy to Use	2
	Easy to Get	3

Service Quality Indicators

Variable	Indicator	Item
Quality of Service (X$_2$) *Source :* (Hardiyansyah, 2011)	*Tangible*	1
	E*mpathy*	2
	Reliability	3
	Responsiveness	4
	Assurance	5

Promotion Indicators

Variable	Indicator	Item
Promotion (X3) Source : (Kotler & Keller, 2012)	Advertising	1
	Sales promotion	2
	Public relations	3
	Direct marketing	4

Repurchase Interest Indicator

Variable	Indicator	Item
Repurchase interest (Y) *Source:* (Saidani & Arifin, 2012)	Transactional interest	1
	Referential interests	2
	Preferential interests	3
	Exploratory interest	4

4.1 Description of Respondents

The first thing to do is to know the picture of the respondent's identity which includes gender, age of the respondent and based on application usage. As it can be seen on Table 4-6. The conclusion from tables 4-6 is that from 98 respondents, the majority of Grab application users are women, amounting to 55% because female consumers are more active using the Grab application, where these consumers tend to prefer online services because they are quite helpful and facilitate

their needs. While the male gender is 43% less likely to use the Grab application because some of these consumers use the Grab application only as a supporting need.

From the age criteria, it shows that of the 98 respondents, the most who use the Grab application are 20-30 years old, amounting to 58% because in that age range consumers are included in the adult and consumer categories who already have their own income and on average they are already working, entrepreneurial where their activities or busy activities require more Grab application services because in their opinion it is more practical, fast and very helpful. As for the age of >30 as much as 40%, where this category includes the category of late and middle-aged youth whose average age of this type already has its own income and very busy life and needs this Grab application to facilitate all kinds of affairs. (Ir/ver, 2010)

From the criteria based on usage, 98 respondents who use the Grab application the most are in the category 3-4 times a week as much as 46%, which means whether or not consumers use the Grab application in a week for various reasons and other factors, according to the needs of each individual himself.

4.2 Variable Data Description

In this study, the data used was obtained from filling out questionnaires with *a Likert* scale by respondents or consumers who always

use the Grab application as many as 98 people. The independent variables used are ease of use of the application (X_1), quality of service (X_2), promotion (X_3) and the dependent variable in this study is repurchase interest (Y).

The results of the application ease of use variable (X_1) were measured by 98 respondents of PT. Sidomuncul, Kebon Jeruk Branch as a Grab application user. And 7 statements with a score scale of 1 to 4, obtained the number of criteria as many as (7 statements) x (98 respondents) x (4 Likert scales) = 2744 Total scores resulting from respondent data collection = 2178. Thus, the level of confidence given according to the respondent's answer is (2178:2744) = 79.37% Continentally it can be described in Figure 3.

For the results of the service quality variable (X2) measured by 98 respondents of PT. Sidomuncul, Kebon Jeruk Branch as a Grab application user. And 10 statements with a score scale of 1 to 4, obtained the number of criteria as many as (10 statements) x (98 respondents) x (4 Likert scales) = 3920. Total score results from respondent data collection = 3057. Thus the level of trust given according to the respondent's answer is (3057:3920) = 77.98%. Continentally it can be described in Figure 4.

The results of the calculation of promotion variables (X3) were measured by 98 respondents of PT. Sidomuncul, Kebon Jeruk

Branch as a Grab application user. And 4 statements with a score scale of 1 to 4, obtained the number of criteria as many as (4 statements) x (98 respondents) x (4 Likert scales) = 1568. Number of scores resulting from respondent data collection = 1213. Thus the level of trust given according to respondents' answers is (1213:1568) = 77.35%. Continentally it can be described in Figure 5.

The results of the repurchase interest variable (Y) were measured by 98 respondents of PT. Sidomuncul Kebon Jeruk Branch as a Grab application user. And 4 statements with a score scale of 1 to 4, obtained the number of criteria as many as (4 statements) x (98 respondents) x (4 Likert scales) = 1568. Number of scores resulting from respondent data collection = 1213. Thus the level of trust given according to respondents' answers is (1213:1568) = 77.35%. Continentally it can be described in Figure 6.

4.3 Research Instrument Results

The value of the correlation coefficient and the results of the validity test on the application ease of use variable can be seen in the Table 7.

From the calculation of SPSS V.25 contained in the table above that the $_{calculated}$ r value of all statements for the ease of use variable (X_1) is valid, where the valid condition $r_{calculate}$ $>$ of 0.1966. Thus, each questionnaire statement in the application ease of use

variable (X_1) has alignment to be used as a primary data collection tool that can describe the concept being studied.

A variable is said to be reliable if it gives a Croncbach Alpha value greater than 0.40. Croncbach Alpha value for convenience variable The use of the application (X 1) can be seen in the table 8 of 0.756, this value is greater than 0.60 which means it can be trusted or relied upon as a primary data collection tool with a number of statements as many as 7 items in the ease of use variable (X1), which has good consistency.

This means that if two or more measurements of the same symptoms are made, it will produce the same results, so that the results of the study can be reused and can be accounted for.

4.4 Quality of Service (X2)

The value of the correlation coefficient from the validity test results of service quality variables can be seen in the Table 9.

From the calculation results of SPSS V.25. It is contained in the table above that the calculated r value of all statements for the service quality variable (X2) is all declared valid, where the valid condition is that r iscalculated $>$ of 0.1966.

Thus each questionnaire statement in the service quality variable (X2) has an alignment for use as a primary data collection tool that can

Table 4. Respondent Profile by Gender

No.	Gender	Sum	PersPercentageentase
1.	Man	43	43%
2.	Woman	55	55%
Total		98	98%

Source : research questionnaire 2020

Table 5. Respondents by age

No.	Age	Sum	Percentage
1.	20 – 30	58	58%
2.	> 30	40	40%
Total		98	98%

Source : research questionnaire 2020

Table 6. Respondents by App Usage

No.	Using the Grab App	Sum	Percentage
1.	1-2 times of the week	13	13%
2.	3-4 times of the week	46	46%
3.	5-6 times of the week	36	35%
4.	>7 times of the week	3	3%
Total		98	98%

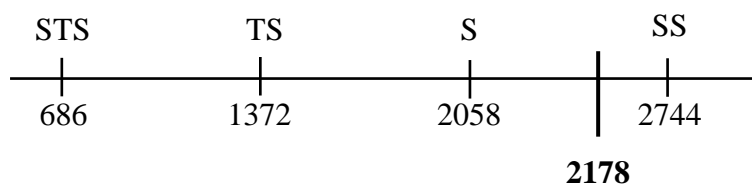| STS	TS	S	SS
686	1372	2058	2744

2178

Figure 3. Variable Likert Scale Diagram Ease of Use Application

Source: Questionnaire, data processed (2020)

describe the concepts studied. The variable is said to be reliable if it gives a Cronbach Alpha value greater than 0.60, the Cronbach Alpha value for the service quality variable (X 2), can 0.60 which means good and trustworthy and reliable as a primary data collection tool the number of statements of 10 items in the service quality variable (X 2), have good consistency. This means that two or more measurements of the same symptoms will result in the same gain. So that this research can be reused and accounted for.

4.4 Promotion Variable (X₃)

The value of the correlation coefficient and the results of the promotion variable validity test can be seen in Table 11.

From the calculation of SPSS V.25 contained in the table above that the$_{calculated}$ r value of all statements for the confidence variable (X₃) is valid, where the valid condition $r_{calculate}$ > of 0.1966. Thus, each questionnaire statement in the promotion variable (X₃) has alignment to be used as a primary data collection tool that can describe the concept being studied.

The variable is said to be reliable if it gives a Cronbach Alpha value greater than 0.60, the Cronbach Alpha value for the promotion variable (X 3), can be seen in the table 12 of 0.733 greater than 0.60 which means good and reliable and reliable as a primary data

collection tool with the number of 4 points of statements in the promotion variable (X3), have good consistency. This means that two or more measurements of the same symptoms will result in the same gain. So that this research can be reused and accounted for.

4.5 Variable bound to Repurchase Interest (Y)

The value of the correlation coefficient from the results of the validity test of the repurchase interest variable can be seen in the Table 13. From the calculation of SPSS V.25 contained in the table above that the calculated r value of all statements for the variable repurchase interest (Y) is valid, where the valid condition rcalculate > of 0.1966. Thus, each questionnaire statement in the repurchase interest variable (Y) has alignment to be used as a primary data collection tool that can describe the concept being studied.The variable is said to be reliable if it gives a Cronbach Alpha value greater than 0.60, the Cronbach Alpha value for the variable of interest using (Y), can be seen in the table 14 of 0.792 greater than 0.60 which means it can be trusted and relied upon as a primary data collection tool with the number of statements of 4 items in the variable repurchase interest (Y), has good consistency. This means that two or more measurements of the same symptoms will result in the same gain. So that this research can be reused and accounted for.

4.6 Statistical Analysis of Data

The following are the results of the partial coefficient of determination between the variables of ease of use of the application (X_1), quality of service (X_2), promotion (X_3) and repurchase interest (Y) can be seen in the table 15. Based on table 15, the partial effect of the ease-of-use variable (X_1) on repurchase interest (Y) has an effect of 12.2%. So it can be interpreted that the The effect of ease of use on repurchase interest is 12.2%, the rest is influenced by other variables. The partial effect of service quality variables (X_2) on repurchase interest (Y) has an effect of 33.2% So it can be interpreted that the effect of service quality on repurchase interest is 33.2%, the rest is influenced by other variables. The partial effect of promotion on repurchase interest is 17.1%. So it can be presented that the influence of promotion on interest in using is 17.1%, the rest is influenced by other variables.

4.7 Multiple Determination Coefficient Analysis

Based on table 16. The magnitude of the R Square value or Coefficient of Determination of 0.365 means that the magnitude of the influence of ease of use of the application, quality of service, and promotion on repurchase interest is 36.5% and the remaining 63.5% is influenced by   other   factors not observed in this study.

4.8 Hypothesis Testing

Based on Table 17 obtained the value of the application ease of use variable (X_1) of 0.000 In conclusion, H0 is accepted or Ha is rejected because the value of ρ-value (sign-2 tail) is less than the real level $\alpha = 0.05$ or $0.713 > 0.05$. It is proven that the variable ease of use of the application has no effect on repurchase interest. Obtained a variable value of service quality ($X2$) of 0.000. In conclusion, H0 is rejected or Ha is accepted because the value of ρ-value (sign-2 tail) is less than the real level of $\alpha = 0.05$ or $0.000 < 0.05$. This is proven that the variable of service quality affects repurchase interest, which means that the easier it is for consumers to use the Grab application, the more customers will tend to use the Grab application.

Obtained the value of thepromotion variable ($X3$) concluded that H0 was rejected or Ha was accepted because the value of ρ-value (sign-2 tail) was less than the real level of $\alpha = 0.05$ or $0.006 < 0.05$. This is proven that promotion variables affect repurchase interest, which means that more attractive promotions carried out by Grab application services can increase consumer repurchase interest to use the Grab application.

4.9 Simultaneous hypothesis testing (F test)

Based on the calculation results using SPSS V.25 in Table 18, *a significant* value of F of 0.000 was obtained. In conclusion, Ho is rejected, or Ha is accepted because the
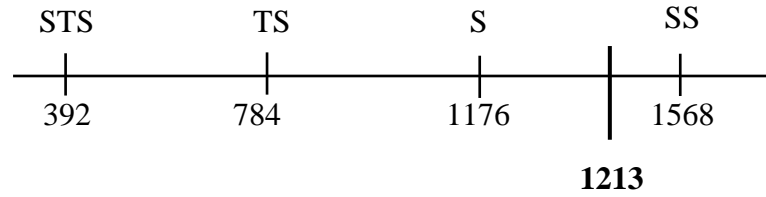
STS	TS	S		SS
392	784	1176		1568

1213

Figure 4. Service Quality Variable Likert Scale Diagram

Source:Questionnaire, data processed (2020)

STS	TS	S		SS
392	784	1176		1568

1213
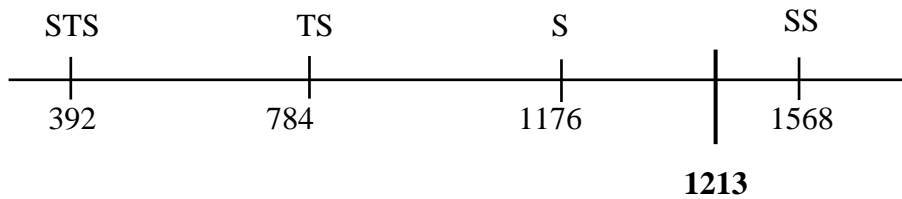
Figure 5. Promotion Variable Likert Scale Diagram

Source:Questionnaire, data processed (2020)

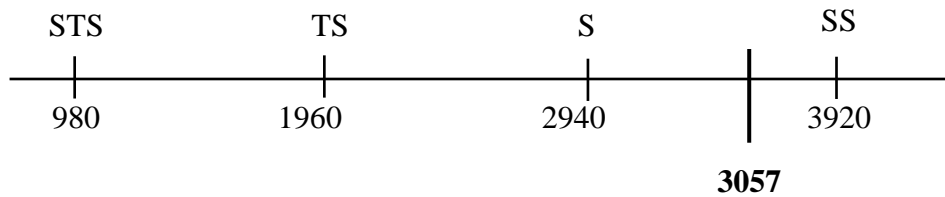| STS	TS	S		SS
980	1960	2940		3920

3057

Figure 6. Repurchase Interest Variable Likert Scale Diagram

Source:Questionnaire, data processed (2020)

Table 7. Application Ease of Use Variable Validity Test (X_1)

No	Statement Item	R_{count}	R_{table}	Information
1	Item 1	0,452	0,1966	Valid
2	Item 2	0,640	0,1966	Valid
3	Item 3	0,565	0,1966	Valid
4	Item 4	0,462	0,1966	Valid
5	Item 5	0,561	0,1966	Valid
6	Item 6	0,617	0,1966	Valid
7	Item 7	0,641	0,1966	Valid

Source: SPSS V.25 data processing results. 2020

Table 8. Application Ease of Use Variable Reliability Test (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.756	8

Source : SPSS V.25 data processing results. 2020

Table 9. Service Quality Variable Validity Test (X2)

No	Statement Item	R_{count}	R_{table}	Information
1	Item 1	0, 664	0,1966	Valid
2	Item 2	0,563	0,1966	Valid
3	Item 3	0,417	0,1966	Valid
4	Item 4	0,502	0,1966	Valid
5	Item 5	0,353	0,1966	Valid
6	Item 6	0,413	0,1966	Valid
7	Item 7	0,626	0,1966	Valid
8	Item 8	0,709	0,1966	Valid
9	Item 9	0,494	0,1966	Valid
10	Item 10	0,535	0,1966	Valid

Table 10. Service Quality Reliability Test(X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.746	11

Source: SPSS V.25 data processing results. 2020

Table 11. Test the validity of the promotion variable (X3)

No	Statement Item	R_{count}	R_{table}	Information
1	Item 1	0,704	0,1966	Valid
2	Item 2	0,569	0,1966	Valid
3	Item 3	0,679	0,1966	Valid
4	Item 4	0,702	0,1966	Valid

Source: SPSS V.25 data processing results. 2020

Table 12. Promotion Variable Reliability Test (X_3)

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

Source: SPSS V.25 data processing results. 2020

Table 13. Test the validity of the repurchase interest variable (Y)

No	Statement Item	R_{count}	R_{table}	Information
1	Item 1	0,137	0,1966	Valid
2	Item 2	0,473	0,1966	Valid
3	Item 3	0,679	0,1966	Valid
4	Item 4	0,675	0,1966	Valid

Source: SPSS V.25 data processing results. 2020

Table 14. Repurchase Interest Variable Reliability Test (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.733	5

Source: SPSS V. 25.2020 data processing results

Table 15. Results of the coefficient of partial determination

Variable	R Partial	R Square Partial
Ease of Use	0.349	0.122
Quality of Service	0.414	0.171
Promotion	0.576	0.332

Source: SPSS Data Processing Results v 25.0 (2020)

Table 16. Results of Multiple Coefficients of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620[a]	.385	.365	1.146

a. Predictors: (Constant), Promotion, Ease of Use, Service Quality

Source: SPSS Data Processing Results v 25.0 (2020)

Table 17. Partial Test Results (Test T)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.191	1.555		1.409	.162
	Kemudahan Penggunaan	-.027	.074	-.039	-.369	.713
	Kualitas Pelayanan	.247	.052	.517	4.711	.000
	Promosi	.255	.091	.243	2.811	.006

a. Dependent Variable: Minat Beli Ulang

Table 18. Simultaneous Results (Uji F)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.767	3	25.256	19.390	.000[b]
	Residual	122.437	94	1.303		
	Total	198.204	97			

a. Dependent Variable: Repurchase Interest
b. Predictors: (Constant), Promotion, Ease of Use, Service Quality
Source: SPSS V.25 data processing results. 20

significance value of F is smaller than the real level $\alpha = 0.05$ or $0.000 < 0.05$. This proves that there is simultaneously a significant influence between ease of use of the application (X_1), quality of service (X_2), promotion (X_3) on repurchases interest (Y).

4.10 Managerial Implication

The results of partial hypothesis testing found that ease of use had no effect on repurchase interest in the Grab application. This is different from the research of (Dewi & Warmika, 2016) that the variable of ease of use has a positive and significant effect on the intention to use Mobile Commerce in Denpasar City. Based on the research context, Grab customers' repurchase interest is more influenced by promotions and service quality directly to consumers. The results of partial hypothesis testing found that service quality affects repurchase interest. This is in accordance with the research of (Permana, 2020) and (Widiyasti, 2016), that service quality has a significant effect on repurchase interest.

The results of partial hypothesis testing found that promotion had an effect on the repurchase interest of the Grab application. This is in accordance with research by (Fikri & Lisdayanti, 2020), that promotions have a significant effect on repurchase interest.

The results of hypothesis testing simultaneously found that ease of use, service

quality and promotion influenced the repurchase interest of the Grab application. This is in accordance with research conducted by (Yohanda et al., 2019) and (Widiyasti, 2016), that ease of use, service quality and promotion simultaneously affect repurchase interest. Indirectly, the three variables are interrelated with each other in attracting consumers to be able to repurchase the service.

5. Conclusions, Suggestions, and Limitations

The ease of use of the application does not affect the interest in repurchasing the Grab application, meaning that the Grab application is considered less easy for customers to use in making transactions or any activities that use this application.

The quality of service has a significant effect on repurchase interest in the Grab application, which means that the quality of service makes consumers interested in rebuying the Grab application because it is considered that the quality of service in providing services to consumers is very good and satisfying.

Promotions have a significant effect on the interest in repurchasing the Grab application, meaning that the more promotions offered or given to the Grab application service, the more consumers will be interested in reusing the Grab application.

Based on the results of the resulting calculations, simultaneously there is a significant influence between ease of use of the application (X_1), quality of service (X_2), promotion (X_3) on repurchase interest (Y), meaning that many consumers believe in the performance of Grab, in terms of ease of use of the application, quality of service and promotion that makes consumers indirectly return to use again this service from Grab and makes things lighter.

From the results of this study and conclusions, the researcher provides suggestions, as follows:

1. For the ease of use of the application from the questionnaire, statement number 1 regarding "I have no difficulty in learning the use of this application system" gets the lowest score. So the researcher suggested to Grab to make it easier to use the application service features.

2. For service quality from the questionnaire, statement number 7 regarding "I feel the driver is fast and responsive in serving customer orders" gets the lowest score. So the researcher suggested that Grab can improve the quality of service by socializing drivers to arrive on time after receiving orders without having to intentionally make customers wait a long time and Grab can also improve service quality by adding complaint services that are easier and more practical, so that complaints can be processed quickly

without complicated processes.

3. For the promotion of the questionnaire, statement number 1 regarding "Ads served by the Grab application attract the attention of consumers" received the lowest score. So, the researcher suggested to Grab to improve advertisements about this application so that loyal consumers use the Grab application and do not move to other competitors with the same service system.

4. For repurchase interest from the questionnaire, statement number 3 regarding "I choose Grab transportation services as my first choice" received the lowest score. So the researcher suggested that Grab should have an initiative to improve its system so that the Grab application can show its advantages to consumers so that when using this application consumers feel satisfied, always want to use it again and make the Grab application the main choice in transportation and in the field of service.

The next research is expected to take a larger sample and not only on Grab application users who are at PT. Sidomuncul Kebon Jeruk Branch only so that the research results can be better. Researchers are then expected to be able to add other variables that are thought to be closely related in theory to repurchase interest, so that more other factors can affect repurchase interest.

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