

THE INFLUENCE OF PRICE, QUALITY OF SERVICE AND PROMOTION ON CONSUMER DECISIONS IN CHOOSING GRAB BIKEDI JABODETABEK

(Case Study on Jabodetabek Community Period 2019)

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Abstract- This study aims to determine the effect of Price, Service Quality and Promotion on Consumer Decisions in choosing a Grab Bike in Jabodetabek (Case Study on the Jabodetabek Community for the 2019 period).

The research strategy used in this research is quantitative hypothesis testing. Based on the time of research, the sample was determined based on the purposive sampling method with a total sample of 11 companies so that the total observations in this study were 55 observations. The data used in this research is secondary data. Data collection techniques through the official website of BI: <http://www.bi.go.id>. This study uses SPSS (Statistical Program for Social Science) software. In this study, classical assumption tests, best estimation test models, hypothesis testing and assessment of goodness of fit through multiple linear regression analysis, partial test (t test) and coefficient of determination (R^2).

Based on the results of the discussion, it shows (1) Price has a significant positive effect on consumer decisions in choosing Grab Bike in Jabodetabek. (2) Service quality does not have a significant effect on consumer decisions in choosing a Grab Bike in Jabodetabek. (3) promotion has no significant effect on consumer decisions in choosing Grab Bike in Jabodetabek.

Keywords: *Price, Service Quality and Promotion.*

PRELIMINARY

1.1. Background

The world of marketing today is constantly evolving and changing, from traditional marketing concepts to modern marketing concepts. The factors of the increasing number of competitors, the sophistication of technology and the increase in education regarding marketing, further accelerate and stimulate business actors to innovate in developing strategies to meet their needs in accordance with consumer expectations. Business actors are required to always be aware of changes that occur in the market and be able to create

creative ideas so that the products offered can attract the attention of consumers, so that what consumers want can be fulfilled properly and in accordance with consumer needs.

The increasingly rapid development of marketing strategies certainly causes business people to continue to innovate in competing, this can be seen by the increasing number of new products with various innovations. A number of industries and companies that are already at the global level have responded to this increasingly competitive business world. However, the activities carried out by companies are also influenced by the condition of a country, one of which is the population growth rate. The rate of population growth that continues to rise has an impact on the level of community needs such as transportation.

From the background described, researchers are interested in knowing how price, service quality, and promotion are towards consumer decisions in Jabodetabek. The reason why the author wants to research prices, service quality, and promotions in the Grab Bike online transportation application is because the writer wants to know why many people use this online transportation application for daily needs whether from marketing strategies in the form of price, service quality or from promotions provided. Even though there are quite a lot of online-based transportation services, such as motorbikes and uber. Therefore, researchers are interested in making a study with the title "**THE INFLUENCE OF PRICES, QUALITY OF SERVICE AND PROMOTION ON CONSUMER DECISIONS IN CHOOSING GRAB BIKE IN JABODETABEK**".

II. LITERATURE REVIEW

Review of Previous Research Results

In this study, researchers took references from several previous studies, where the methods or procedures applied, strengths, weaknesses, limitations, and problems faced by previous researchers in relation to the researcher's theme were presented.

Ifran and Fitroh (2018), conducted research on the effect of products, prices, promotions and distribution channels on consumer buyer behavior on indomie instant noodle products in the city of Yogyakarta, with the type of qualitative research and the sampling method used was purposive sampling method, with the method of analysis. The data uses Confirmatory Factor Analysis (CFA). Data is collected through a questionnaire. The results showed that the product, price and distribution channels had an effect on consumer buying behavior for indomie instant noodles. While simultaneously the independent variable has a significant effect on Purchasing Behavior, with a significance value of 0.000 less than α 0.05. The coefficient of determination is 0.381, which means that all independent variables 38.1% can explain the dependent variable purchasing behavior while the remaining 61.9% is influenced by other variables.

Sidi (2018) in his research which examines case studies on Kedai Hj.S customers which aims to find out how the influence of product quality, service quality and digital marketing on customer loyalty. Data were taken directly from respondents through a questionnaire survey with a Likert scale by random sampling to as many as 80 respondents. The results of data analysis using SPSS 23 software show that both product quality, service quality and digital marketing have a significant effect on customer loyalty. Thus, to increase customer loyalty, it is recommended that the shop management of Hj.S improve product quality, or at least maintain product quality, accelerate service processes and increase the use of social media.

Carunia and Rani (2017) in their research which aims to examine the effect of service quality, airline ticket prices and promotional purchase decisions customers for online flight tickets provided by a small business called the Traveloka company in Jakarta, Indonesia. The statistical method used to test the above research questions is to apply multiple linear regression analysis. Data were collected using a questionnaire distributed to 166 respondents online flight ticket customers Traveloka in Jakarta. This study found that service quality and flight ticket prices have a positive and significant effect on purchasing decisions made by Traveloka customers. However, the promotion variable does not have a significant effect on customer purchasing decisions.

Prianggoro and Sitio (2019) in their research which aims to analyze the influence of Service Quality and Promotion on Purchasing Decisions and their Implications on Customer Satisfaction, with a sample used based on Structural Equation Modeling (SEM) totaling 100 respondents, and using analytical descriptive analysis methods. The results of this study indicate that firstly Service Quality has a positive and significant influence on Purchasing Decisions, Second Promotion has a positive and significant influence on Purchasing Decisions, thirdly Service Quality has a significant indirect effect on Customer Satisfaction, the fourth Promotion has a significant indirect effect on Satisfaction. Customers, and the five Purchasing Decisions have a positive and significant influence on Customer Satisfaction.

2.2.1. Definition of Marketing

Kotler (2016) states that marketing is one of the main activities in a company to maintain life and to earn profits. Marketing activities within the company must be able to provide satisfaction to marketing within the company must be able to provide satisfaction to consumers who have a good view of the company. Marketing is also a process by which the company creates value for customers from building strong relationships with customers in order to capture value from customers in return.

The most broad definition that clearly explains the importance of marketing is stated by Dharmmesta and H. Handoko (2016), marketing is an overall system and business activities that are shown to plan, determine prices, promote and distribute goods and services that satisfy needs. both existing and potential buyers. From the above definitions it can be concluded that marketing is an activity in delivering goods and services to consumers, where these activities can meet consumer needs and satisfaction.

Basic Characteristics of Marketing

According to Kartajaya and Sula (2016) there are four characteristics of sharia marketing that can be a guide for marketers, namely:

1. Theistic (Rabbaniyyah)

The soul of a marketer believes that these theistic or divine sharia laws are the fairest, the most perfect, the most in harmony with all forms of goodness, the most capable of realizing the truth, destroying evil and spreading benefit.

2. Ethical (Akhlaqiyyah)

Another feature of marketing sharia apart from being theistic (rabbaniyyah) is also because it emphasizes moral (moral and ethical) issues in all aspects of its activities, because moral and ethical values are universal values taught by all religions.

3. Realistic (Al-Waqiyyah)

Islamic marketing is a flexible marketing concept as is the breadth and flexibility of Islamic sharia that underlies it. Islamic marketing is professional marketers with a clean, neat and unpretentious appearance, regardless of the style or style of dress they wear, working with religious values, piety, moral aspects and honesty in all marketing activities.

4. Humanistic (Insaniyyah)

Another feature of sharia marketing is that it is universal humanist in nature, namely that sharia was created for humans so that their degree is raised, their human nature is maintained and preserved.

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Islamic Sharia was created for humans according to their capacities regardless of race, color, nationality and status. This is what makes sharia universal.

Marketing strategy

Marketing programs include marketing actions that can affect demand for products, including **changing prices, modifying** advertising campaigns, designing special promotions, determining distribution channel choices and so on. In practice, often various marketing programs are combined or implemented together. However, sometimes there are situations where the marketing manager has to choose the best marketing program due to budget constraints.

1. Purpose or product goals

Product objectives should be used as a guide in determining the basic type of strategy required. For example, if the main goal of a product is to increase sales volume or market share growth, then usually the main alternative considered is a selective demand strategy that focuses on seizing customers from competitors or expanding the market. Conversely, if the goal of the product emphasizes cash flow and profitability, then the marketing strategy is focused on maintaining or increasing demand from the current customer base.

2. Market opportunities

The characteristics and magnitude of market opportunities must be clearly defined based on market analysis and market measurements. Market analysis provides information about who buys the form of a product and who does not buy it, various situations using the product and also situations that do not use the product, and factors that affect the willingness and ability to buy. Information like this is useful for managers in choosing strategies and programs to increase the number of users or levels of usage. Through selective demand analysis, managers can gain an understanding of the various alternative segmentation opportunities that exist and the factors that influence consumer decision-making processes. Meanwhile, market measurement provides information on the amount of primary demand GAP among industrial market potentials. The bigger the gap, the greater the opportunity to increase the primary demand for product form or class. The slower the industrial sales growth, the more important the efforts to increase primary demand.

3. Market Success (Market Success)

Marketing managers must understand the types of competitive advantage and the level of marketing expenditure required to achieve market success. Through competition analysis, companies can understand who their competitors are, how much level of competition intensity there is, and what advantages must be developed in order to compete effectively against direct brand competitors or competitors in indirect product classes. Meanwhile, profitability and

productivity analysis is useful in identifying the profit consequences of various strategies and programs needed to achieve market share targets.

Marketing Services

Kotler (2016) states that services are every activity, the benefits offered by one party to another party are intangible and do not cause any transfer of ownership where in its production it can be tied or not with physical products. Based on this definition, it can be seen that services are a series of actions or activities offered by one party to another which are basically not materialized, can provide added value without causing a change of ownership (transfer of ownership) even though in production, services can involve physical products to support them.

Luvelock and L.K.Wright (2016) reveal that service marketing is an action or performance offered by one party to another. Although the processes are physical, their performance is inherently unreal and usually does not result in ownership of the factors of production such as: comfort, pleasure entertainment, or health.

Kotler (2016) states that in service marketing in the current sector it is growing rapidly. In line with the increasing needs of the community and the activities of the community that are increasing, making the service sector in the service sector increasingly developing. Services are all economic activities whose results are not products in physical form or construction, usually consumed at the same time as the time produced and provide added value (such as comfort, entertainment, pleasure and health) or solutions to problems faced by consumers.

From the definitions above, it can be said that in services there is always an interaction between the consumer that can be fulfilled and in the end it can create consumer welfare, so the company will get profits in the long term. Service is a product that is invisible, easily lost and more customers can actively participate in the process of consuming services, depending on the customer's assessment of the performance offered by the manufacturer.

Price

2.4.1 Definition of Price

price is the amount billed for a product or service, more broadly the price is the sum of all the values provided by the customer to benefit from owning or using a product or service. Price is the main factor that can influence the choice of a buyer, price plays a role in determining consumer purchases, for that, before setting a price, the company should look at some references to the price of a product that is considered high enough in sales.

Services in simple terms, the term price can be interpreted as an amount of money (monetary unit) or other (non-monetary) aspects that contain certain utilities / uses needed to obtain a service from the above definitions, it can be concluded that the price is the value of an item determined by unit of currency to be exchanged for goods or services.

2.2.2.1. Price Characteristics

Tjiptono and Chandra (2016) state that a price of goods or services set by a company will have an impact on the micro economy (for consumers and companies) and at the macro level (for the economy in general). For this reason, here are some price characteristics according to Tjiptono and Chandra (2016):

a. For the Economy

The price of the product will affect the level of wages and profits of a company, because price is the basic regulator in the economic system, for that price affects the allocation of production factors, such as labor, land, time capital and entrepreneurship.

b. For a company

Tjiptono and Chandra (2016) state that the price of a product is set after a very conscious process because price is the only element of the marketing mix that brings income to the company, compared to other marketing mixes which require a lot of money, such as promotion and advertising. .

Service quality

Definition of Service Quality

Moenir (2015) shows that simply, service is defined as "the process of meeting needs through the activities of other people directly". More broadly, services are defined as a series of activities, because they are processes. As the service process takes place regularly and continuously covers all people in society. More broadly, services are defined as a series of activities, therefore it is a process. As a process, service takes place regularly and continuously covering all people in society. There are basically two types of services needed by humans, namely physical services that are personal as humans and administrative services provided by people as members of the organization. For a service company, it is

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something that must be prioritized, because basically it is the service that is sold or offered to consumers. Friendly service, smiling, sometimes simple things that make consumers buy again from a company slamming product prices.

Promotion

2.6.1 Definition of Promotion

Sunyoto (2016) states that promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing products. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or using products according to their needs and desires.

Gitosudarmo (2015) states that promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then they become happy and then buy the product. The tools that can be used to promote a product can be selected in several ways, namely advertising, sales promotion, publicity, personal selling which is called the promotion mix.

From the research above, it can be concluded that promotion is the process of introducing a product to the public, accompanied by a number of attractive offers to increase the company's sales volume. There are also calls and persuasion to consume the product. Promotional activities will be very beneficial for consumers because they get rewards from these purchases. There are various forms of promotional activities, including discounted prices, free trials, and getting other items. This is in contrast to companies that have to prepare more models for promotional activities but will also increase sales volume.

Relationship between Research Variables and Hypothesis Development

The Effect of Price on Consumer Decisions

Price is one of the determinants of consumers in determining a consumer's decision on a product or service. Entrepreneurs need to pay attention to this, because in business competition, the price offered by competitors is lower with the same quality or even with better quality. So that in determining the price of a product or service being sold, even large companies and small businesses must pay attention to consumers and their competitors. So in other words, the price will be an important consideration for consumers in deciding their purchase.

H1: Price has a positive effect on consumer decisions in choosing Grab Bike in the Jakarta area

The Effect of Service Quality on Consumer Decisions

Service quality is a measure of actions that are applied in the process of marketing products to others to provide good benefits for the company. For that the company must understand what it wants, needs and how to satisfy consumers. Providing good service quality and different from competing companies can be a way that can be done to attract purchasing decisions and retain existing customers. Service is the opening key to creation and purchasing decisions. Poor service will find the company's success in moving the hearts of consumers to make purchases and increase consumer loyalty to the company. In other words, the better the quality of service in a company to consumers, the more consumer decisions are made, which in the end can improve the quality of service, which can be interpreted as an effort to fulfill the needs and desires of consumers and the provision of delivery to balance consumer expectations. so that service quality has a positive effect on consumer decisions.

H2: Service quality has a positive effect on consumer decisions in choosing a Grab bike in the Jakarta area

The Effect of Promotion on Consumer Decisions

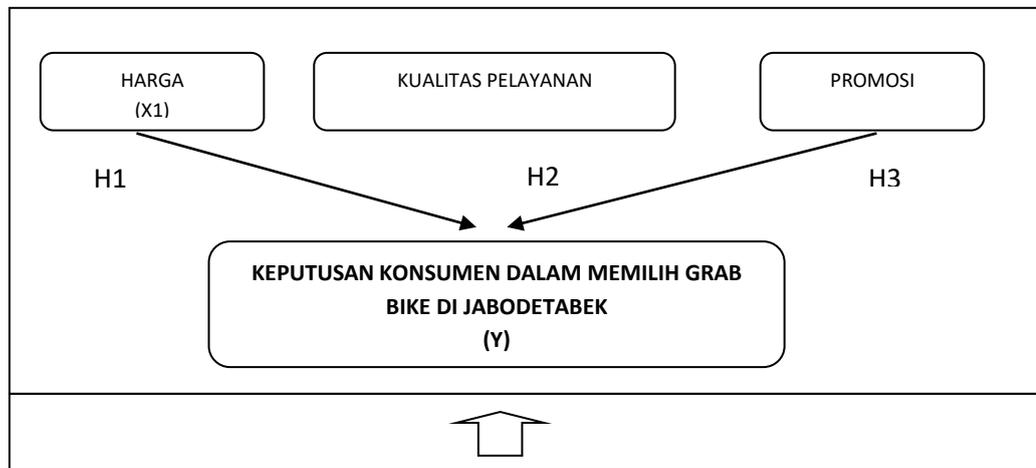
Sales promotion can create more incentives for consumers to buy products and services offered by the form of promotion offered. So it can be concluded that the higher the promotion, the higher the purchasing decision. Thus the relationship between promotions that have a fairly convincing contribution

value to purchasing decisions so that it can be said that this value has a good significance level and the responses made by Grab are able to influence potential consumers to decide to use Grab services as well as the number of friends or family who offer services. Grab to consumers is increasingly making them interested in using it.

H3: Promotion has a positive effect on consumer decisions in choosing Grab Bike in the Jakarta area

conceptual framework

This study uses a model like the one below to reveal the phenomena that occur:



III. RESEARCH METHOD

Research Strategy

The research strategy used is quantitative research, namely research that emphasizes the depth of data and can record as much as possible from the wider population with statistical formulas or computers. A quantitative research approach is research that is identical to a deductive approach. A deductive approach is an approach that comes from general problems (theories) to specific things so that research must have a theoretical basis.

In this study, the approach used is a survey approach, which is a structured questionnaire given to respondents designed to obtain specific information with questions or statements.

Types of research

The research method used in this research is quantitative method. This method is called the positivistic method because it is based on the philosophy of positivism. This method is a scientific method because it fulfills scientific principles, namely concrete / empirical, objective, measurable, rational and systematic. This method is also called the discovery method, because with this method various new science and technology can be discovered and developed. This method is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics. The sampling technique is generally carried out randomly, data collection uses research instruments, data analysis aims to test the predetermined hypothesis (Sugiyono, 2015)

Research sites

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This research was conducted to determine the factors that influence consumer decisions in choosing Grab in Jabodetabek and this research was conducted on Grab users in Jabodetabek.

Research Sample Population and Data

Research Population

Population is the total number consisting of objects or subjects that have certain characteristics and qualities that are determined by the researcher to be investigated and then draw conclusions (Sujarweni, 2015).

The population in this study is an infinite society or a population whose exact population is unknown. The population in this study is the people who live in Jabodetabek. The sample is a collection of elements that are a small part of the population. The sample in this study are customers or users of Grab in Jabodetabek.

Research Samples

Sugiyono (2015) states that the sample is part of the number and characteristics of the population. The sampling technique used was accidental sampling. "Accidental sampling is a sampling technique based on chance, that is, anyone who happens to be, that is, anyone who accidentally / incidentally meets a researcher can be sampled, if it is considered that the person who happened to be met is suitable as a source of data. This study uses accidental sampling because it is not known how many people have used online transportation services such as Grab Bike in Jabodetabek. In this study, the calculation of the research sample used a formula (Hair, et al 2015), where for factor analysis the recommended sample size was not less than 50 samples, and a sample size of 100–200 samples was recommended. The author sets the sample in this study as many as: $5 \times 25 \text{ indicators} = 125$

Based on the above calculations obtained for a minimum sample using 125 samples of respondents. However, researchers took 130 respondents to minimize errors in filling out the questionnaire and the number was 10-20 respondents each representing each region in Jabodetabek.

Data and Data Collection Methods

In this study the authors used two types of data collection, namely as follows:

1. Primary data is a data source that directly provides data to data collectors, such as the results of observations, interviews or the results of filling out questionnaires that can be done by researchers (Sugiyono, 2015). In this study, primary data were obtained through a survey method using a questionnaire distributed to respondents.
2. Secondary data is a source of data that does not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2015). In this study, secondary data were obtained through various sources including books, journals, the internet, the results of previous research and other sources of information that were considered us Operationalization of Variables

According to Sanusi (2016), variables really have strategic meaning in research so it is impossible for a study to be completed properly without recognizing the research variables correctly.

Sugiyono (2015) states that variables are constructs or properties to be studied. Examples are given, for example, level of aspiration, income, education, social status, gender, salary class, work productivity,

and others. On the other hand, Kerlinger states that a variable can be said to be a characteristic that is derived from a different value. Thus the variable is a variable.

According to Sugiyono (2015) research variables are an attribute or nature or value of people, objects or activities that have certain variations that are determined by researchers to be studied and drawn conclusions. In this study, there are two variables used, namely the independent variable (Independent Variable) and the dependent variable (Dependent Variable).

1) Independent Variable

Sugiyono (2015) Independent variables are variables that affect or cause changes or the emergence of the dependent variable. The independent variable in this study is a variable that represents the factors that influence consumer decisions in using Grab online transportation

in Jabodetabek.

a) Variable Price

A company must be careful in setting the price of a product because basically a customer exchanging money for a product is to get a profit that is commensurate with the amount of money spent or even by spending as little as possible but getting the maximum profit or satisfaction with a product. measuring the views and attitudes of customers, the researcher uses a Likert scale which can describe the perceptions of each consumer about the price of a product.

b) Service Variable

The service of a service is often difficult to measure, because the characteristics of the service are intangible. However, the intangibility of a service cannot be used as an excuse that the service does not have a satisfaction level for consumers. Through Tangibles (reliability), Reability (Reability), Responsibility (responsiveness), assurance (assurance) and Emphaty (empathy) designed in a questionnaire, a service will still get a different level of satisfaction from consumers.

c) Promotion Variables

Promotion Is not just persuading a consumer to be interested and buy a product. Furthermore, promotion is a set of interrelated elements in marketing a product, these elements will be assessed by a consumer through a Likert scale which describes the promotional mix in a company.

2) Dependent Variable

The dependent variable is the variable that is affected or that is the result, because of the independent variable (Sugiyono, 2015). The dependent variable is the consumer's decision to use the Grab online transportation network in Jabodetabek (Y). The buying decision comes after several long processes that occur. For this reason, there is a need for an evaluation that companies must pay attention to regarding crucial decisions. Customer perceptions and attitudes must be assessed so that it is clear what factors arise most for a consumer in implementing purchasing decisions. The evaluation is carried out using a Likert scale.

Data Analysis Methods

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Descriptive Statistical Analysis

Descriptive statistical analysis was performed using the Eviews program

10 which will be presented in tabular form. This analysis is used to determine the characteristics of the sample and describe the variables in the study which include the number of samples, the minimum value, the maximum value, the average value and the standard deviation.

Panel Data Regression Analysis

This study uses panel data regression analysis. Panel data is a combination of time series and cross section data. Time series data is a collection of data in a certain time period that can describe the characteristics of the object of research, while a cross section is a collection of data from time to time that describes a certain event.

Selection of Regression Model

According to Widarjono Agus (2013), to estimate model parameters with panel data, there are 3 (three) techniques offered, namely:

1. Common Effect Model. This technique is the simplest technique for estimating panel data parameters, namely by combining cross section and time series data as a single unit regardless of time and individual differences. The approach used in this model is the Ordinary Least Square (OLS) method.
2. Fixed Effect Model. This technique estimates the panel data using dummy variables to capture the difference in interceptions. This approach is based on differences in the intercept between companies. But the intercept the same over time. This model also assumes that the slope is fixed between companies and over time. The approach used in this model is the Least Square Dummy Variable (LSDV) method.
3. Random Effect Model. This technique estimates panel data where the disturbance variables may be interrelated over time and between individuals. The differences between individuals and between times are accommodated through errors. Due to the correlation between the disturbance variables, the OLS method cannot be used, so the random effect model uses the Generalized Least Square (GLS).

Panel Data Model Analysis

Chow test

The chow test is a test performed to determine the common effect model with the fixed effect that is most appropriate to use in estimating research panel data. Decisions made:

- a. If the prob F value < 0.05 then H_0 is rejected or chooses the fixed effect over the common effect.
- b. If the prob F value > 0.05 then H_0 is accepted or chooses the common effect instead of the Fixed Effect.

Hausman Test

The Hausman test is a test that is carried out to choose whether a fixed effect or random effect model is most appropriate to use in research. Decisions made:

- a. If the calculated chi-squares value $>$ chi-squares table or the probability value of chi-squares < 0.05 , then H_0 is rejected and chooses the fixed effect over the random effect.

b. If the calculated chi-squares value $< \text{chi-squares table or the probability value of chi-squares} > 0.05$, then H_0 is accepted and chooses the random effect over the fixed effect.

Lagrange Multiplier (LM) test

The Lagrange Multiplier test is a test conducted to determine whether the random effect model is better than the common effect (OLS) method. Decisions made:

- a. If the p value < 0.05 then H_0 is rejected and chooses random effect instead of using common effect.
- b. If the p value > 0.05 then do not reject H_0 and choose the common effect instead of using the fixed effect.

Classic assumption test

Normality test

The normality test used in this study is the Jaque-Berra test (JB Test) if the p-value is smaller than α , then the data is not normally distributed. However, it can be ignored if the number of data is more than 30 data, because in fact the violation of the normal assumptions is not as serious as the violation of other assumptions Nachrowi and Hardius (2006).

Multicollinearity Test

The multicollinearity test is performed when the regression model uses the regression model with more than one independent variable. Multicollinearity means that there is a linear relationship between the independent variables Nachrowi and Hardius (2006). The result of multicollinearity is that many independent variables do not significantly affect the dependent variable but the coefficient of determination remains high. Pairwise correlation method is more useful in multicollinearity test because by using this method the researcher will know more clearly which variables have strong correlation. The ratings for the multicollinearity test are:

- a. If the correlation value of each independent variable < 0.85 then H_0 is accepted or there is no multicollinearity problem.
- b. If the correlation value of each independent variable > 0.85 then H_0 is rejected or there is a multicollinearity problem.

Heteroscedaticity Test

The heteroscedaticity test is a test that is carried out to see whether the residuals of the formed models have constant variants or not. The methods used to detect heteroscedaticity are graph, park, glesjer, spearman correlation, goldfeld-quandt, and white methods. The method used in this research is glesjer. Glesjer method decision making is:

- a. If the calculated chi-square value $< \text{chi-square table or chi-square probability} > 0.05$ then H_0 is accepted or there is no heteroscedaticity.
- b. If the calculated chi-square value $> \text{chi-square table or chi-square probability} < 0.05$ then H_0 is rejected or there is heteroscedaticity.

Autocorrelation Test

Autocorrelation is a correlation between observations in one variable Nachrowi and Hardius (2006). With autocorrelation, the OLS estimator does not produce BLUE estimators only LUE Widarjono (2010). The method used to detect autocorrelation is the graph method, durbin-watson, run and lagrange multiplier. Autocorrelation test with lagrange multiplier is an alternative to use when using eviews. Decisions made by the lagrange multiplier method are:

- a. If the calculated chi-square value $< \text{chi-square table or chi-square probability} > 0.05$ then H_0 is accepted or there is no autocorrelation.
- b. If the calculated chi-square value $> \text{chi-square table}$ or the chi-square probability < 0.05 then H_0 is rejected or there is autocorrelation.

Hypothesis testing

This hypothesis test is used to identify whether the regression model is feasible or not to explain the effect of the independent variable on the dependent variable.

1) Hypothesis Test

Hypothesis testing is useful for testing the significance of the regression coefficients obtained. Hypothesis assessment is done by comparing the t statistic against the t table or the probability value against the specified significance level. The t test is useful for testing the regression coefficient individually. The decision is:

1. The t value $> t$ table or the prob t-statistic value < 0.05 , then H_0 is rejected or it means that the independent variable affects the dependent variable.
2. The t value $< t$ table or the prob t-statistical value > 0.05 , then H_0 is rejected or it means that the independent variable affects the dependent variable.

2) Coefficient of Determination

The coefficient of determination is used to measure the extent to which the ability of the independent variable explains the dependent variable. A model can be said to be good if the R^2 value approaches 1 and vice versa if the R^2 value approaches 0 then the model is said to be unfavorable. Thus, the good or bad of the regression model is determined by the R^2 value which lies between 0 and 1.

Interpretation of Research Results

The interpretation used of the regression coefficient includes two things, namely magnitude and sign. Magnitude describes the coefficient value in the regression equation and the sign indicates the direction of the relationship which can be positive or negative. The positive direction shows a unidirectional effect, which means that any increase in the value of the independent variable will have an impact on increasing the value of the dependent variable, and vice versa.

IV. RESULTS AND DISCUSSION

Overview of Research Objects

Grab Bike Jabodetabek was founded by Anthony Tan and Hooi Ling Tan who are Malaysian citizens, they saw the negative impact of the inefficiency of the existing transportation system at that time. They also had the idea to create a transportation booking application, especially taxis, which later named them a finalist in the Harvard Business School's 2011 Business Plan Contest. Grab is the most popular transportation service application in Southeast Asia which is now located in Singapore, Indonesia, Philippines, Malaysia, Thailand and Vietnam, connecting more than 10 million passengers and 185,000 drivers across Southeast Asia. The Grab service is intended to provide alternative rides for drivers and passengers who emphasize speed, safety and certainty. Grab itself was present in Indonesia in June 2012 as a taxi ordering application and since then it has provided various transportation options such as cars and motorbikes.

In Indonesia, Grab serves ordering vehicles such as motorcycle taxis (GrabBike), cars (GrabCar, and taxis (GrabTaksi) and couriers (GrabExpress), food delivery (GrabFood), and social carpooling (GrabHitch Car). Grab is currently available at 125 cities throughout Indonesia, from Banda Aceh-Aceh to Jayapura-Papua.

A. Features on the grab

The Grab application offers 5 choices of transportation services ranging from taxis, private cars, motorbikes to package delivery to meet the needs of passengers in Singapore, Malaysia, Thailand, Philippines, Vietnam and Indonesia, including:

- a. GrabTaxi: Premium taxi service with the widest network in Southeast Asia.
- b. GrabCar: A transportation service for those who prefer the convenience of driving using a private car.
- c. GrabBike: An alternative transportation service for those who want a faster and safer way to their destination.
- d. GrabExpress: Fast, safe and reliable package delivery service

B. Grab's Vision:

Making Grab Bike the leading transportation service company in Southeast Asia.

C. Grab mission:

1. To be the safest service provider in Southeast Asia.
2. Providing services that are easily accessible to many people.
3. Improve the lives of partners, both drivers and passengers

Sample Data

This study uses a data collection method using a questionnaire. The questionnaire is a data collection technique which is done by giving written questions to respondents via google forms. The sampling

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technique is Accidental Sampling. "Accidental sampling is a sampling technique by chance, ie anyone who accidentally meets the researcher can be sampled. Researchers used accidental sampling because they do not know how many people have used the Grab Bike transportation service in Jabodetabek. In this study using a sample calculation Hair et. al. (2015) where for factor analysis the recommended sample size is not less than 50 samples and the recommended sample size is 100-200 samples. The researcher set the sample in this study as many as 5 X 25 indicators, namely as many as 125.

Based on the above calculations obtained for a minimum sample of 125 respondents. However, the researcher took 130 respondents with a sample size to minimize errors in filling out the questionnaire. So that the sample data were obtained as many as 130 respondents.

Validity test

The validity test is a measure to show whether an instrument is valid or not. According to Ghazali (2011) a questionnaire is said to be valid if the correlation value $r_{count} > r_{table}$ and is positive.

The test requirement is $r_{count} > r_{table}$ (at the 5% significance level), it means that the questions are valid. The calculated r value is obtained from calculations using SPSS software while the r table value is obtained by calculating the degree of freedom (df) = $n-2$. Then the number of samples used in this study were 130 people so that $df = 130-2 = 128$ with a probability or confidence level of 5% and the r table value was obtained at 0.1723.

Promotion Validity Test Results

Pernyataan	Nilai r_{hitung}	Batas r valid	Kriteria
P 1	0,858	0,1723	Valid
P 2	0,844	0,1723	Valid
P 3	0,813	0,1723	Valid
P 4	0,776	0,1723	Valid
P 5	0,712	0,1723	Valid
P 6	0,779	0,1723	Valid
P 7	0,699	0,1723	Valid

Sumber : Data diolah

Based on table 4.14 shows that the promotional variable (X3) which consists of 7 questions, it is known that all the questions for the promotional variable have a t_{count} greater than the t table, which is 0.1723. So that all the questions for the promotional variables in this study can be stated as valid items.

Table 4.15

Appendix Promotion Validity Test

Based on table 4.17, it shows that the consumer decision variable (Y) which consists of 7 questions, it is known that all the questions for the consumer decision variable have a tcount greater than the t table, which is 0.1723. So that all question items for consumer decision variables in this study can be stated as valid items.

4.3.2 Reliability Test

Reliability test can only be done after an instrument has been confirmed its validity. The reliability of the instrument in this study was tested using the Cronbach's Alpha coefficient. If the alpha coefficient value is greater than 0.60, it is concluded that the research instrument is reliable or reliable, and it is better if the Cronbach Alpha's value is less than 0.60 then the item is unreliable (Ghozali, 2013).

Table 4.18

Reliability Test Results

Variabel	Cronbach's Alpha	N of Items	Keterangan
Pengaruh Harga	0,880	7	Reliabel
Kualitas Pelayanan	0,889	7	Reliabel
Promosi	0,893	7	Reliabel
Keputusan Konsumen	0,860	7	Reliabel

Sumber : Data diolah

Sumber: Output SPSS (Data Diolah, 2020)

4.4. Classical Assumption Test Results

4.4.1. Normality Test Results

The normality test aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution or not, that is, the data distribution is bell shaped. Good data is data that has a pattern like a normal distribution, that is, the distribution of the data does not deviate from the left or the right (Ghozali, 2013).

Figure 4.1 Normality Test Results

Based on Figure 4.1. above, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line on the histogram graph, this shows that the distribution pattern is normal. So it can be concluded that based on the P-P plot graph, the regression model fulfills the normality assumption

4.4.2. Multicollinearity Test

Multicollinearity test is intended to detect symptoms of correlation between one independent variable and another. A good regression model should not have correlation between independent variables. The multicollinearity test results can be seen from the tolerance and variance inflation factor (VIF). These

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two measures indicate which independent variable is explained by the other independent variables. Tolerance measures the selected variables that are not explained by other independent variables. Regression models that are free of multicollinearity are those that have a VIF <10 and a tolerance value > 0.10.

Table 4.23

Coefficients^a

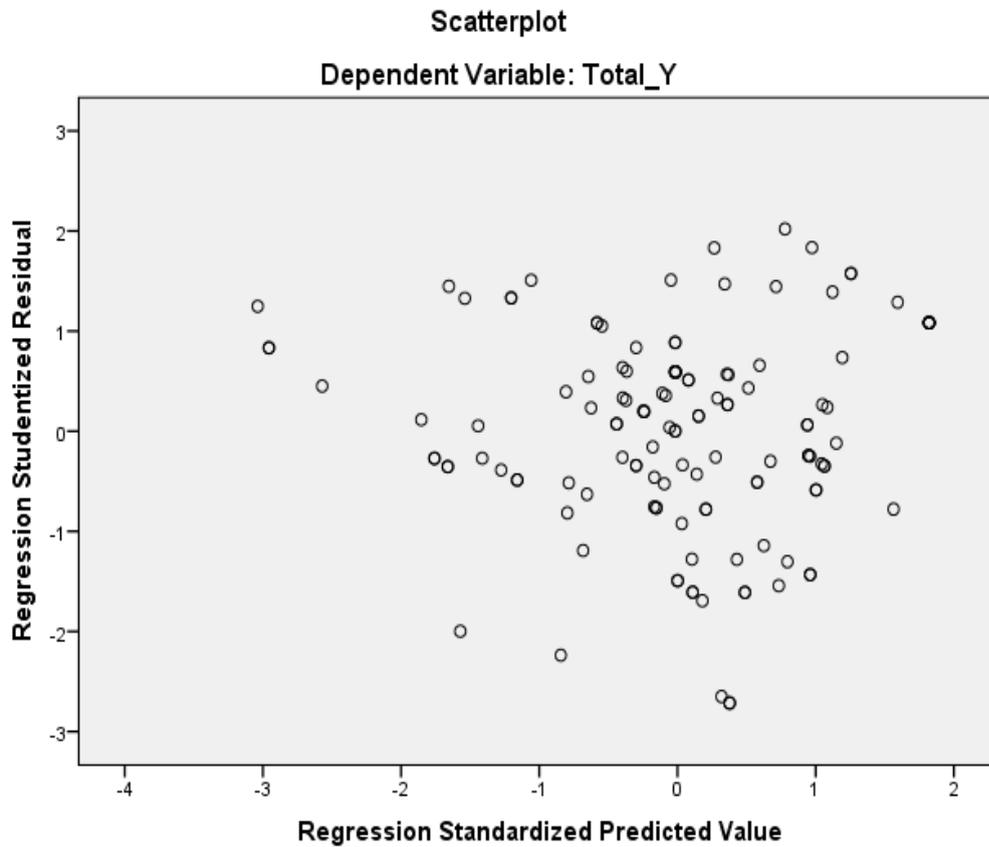
Model	Collinearity Statistics	
	Tolerance	VIF
Pengaruh harga	.381	2,625
Kualitas pelayanan	.278	3,603
Promosi	.445	2,246

Source: SPSS Output (Data Processed, 2020)

Based on the results of table 4:23 above, it shows that the price variable (X1) has a VIF value of 2.625, the service quality variable (X2) has a VIF value of 3.603 and the promotion variable (X3) has a VIF value of 2.246. Based on the table above, it shows that the three variables have a tolerance value above 0.10. So it can be concluded that all the variables used in this study do not have multicollinearity.

4.4.3 Heterokedacity Test

Heteroscedasticity test aims to test whether the value in the regression model is an inequality of residual variance from one observation to another. Testing the presence or absence of heteroscedasticity in this study is by looking at the graph plot the predictive value of the dependent variable (ZPRED) and its residue (SRESID). If the points on the scatter plot do not form a certain pattern, and spread above and below the zero Y axis, then there is no heteroscedasticity in this regression model.



Source: SPSS Output (Data Processed, 2020)

The results of the heteroscedasis test are in the form of a scatter plot graph. Based on the scatterplot graph, which shows the points spread randomly, does not form a certain clear pattern, and spreads both above and below the number 0 on the Y axis.

4.5. Hypothesis testing

4.5.1. Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to determine the effect of the variables between the independent variables on the dependent variable. The results of the multiple linear regression test are as follows:

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Table 4.24

Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,492	2,360		1,904	,059
Harga	,413	,112	,402	3,682	,000
Kualitas Pelayanan	,155	,149	,133	1,038	,301
Promosi	,200	,107	,189	1,874	,063

Sumber: Output SPSS (Data Diolah, 2020)

Source: SPSS Output (Data Processed, 2020)

Table 4.24. shows the regression coefficient value of each variable in this research, then a regression equation can be made as follows:

$$KK = 4.492 + 0.413H + 0.155 KP + 0.200P + e$$

The regression equation above shows a constant value of 4.492. This means that if the variable price, service quality and promotion is 0 (zero), then the consumer's decision (Y) will be worth 4.492 points.

The regression coefficient on the price variable is 0.413, this means that if the price perception variable (X1) increases by one point (better), the consumer decision variable will increase by 0.413 points (better), assuming other variables are considered constant.

The regression coefficient on the service quality variable (X2) is 0.155. This means that if the service quality variable increases by one unit, the consumer decision variable will increase by 0.155 points, provided that other variables are considered constant.

The regression coefficient on the promotion variable (X3) is 0.200, this means that if the promotion variable increases by one point, the consumer decision variable will increase by 0.200 points, provided that other variables are considered constant.

4.5.2. Coefficient of Determination (R2)

The coefficient of determination (R2) aims to determine how much the ability of the independent variable to explain the dependent variable. The R2 value has an interval between 0 to 1 ($0 \leq R2 \leq 1$). If the value of R2 is large (close to 1), it means that the independent variable can provide almost all the information needed to predict the dependent variable. Meanwhile, if the value of R2 is small, it means that the independent variable's ability to explain the independent variable is very limited (Ghozali, 2013).

This test is conducted to measure the ability of the independent variables, namely price, service quality, promotion in explaining the dependent variable, namely consumer decisions. Because this study consists of 4 independent variables, the results of the coefficient of determination test can be seen in the adjusted R square column, which is shown in the following table:

Table 4.25

Coefficient of Determination (R²)

Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 ^a	.429	.416	3,412

Source: SPSS Output (Data Processed, 2020)

In table 4:25 the summary of the model above shows the Adjusted R Square value of 0.416 or 41.6%. This means that the variable price (X1), service quality (X2), and promotion (X3) affect consumer decisions in choosing grab bikes in Jabodetabek. While the remaining 0.584 or 58.4% is explained by other variables not examined.

4.5.3. T test result (partial)

This test is conducted to determine the influence of each independent variable partially on the dependent variable. The criteria in the partial test (t test) can be seen based on hypothesis testing by comparing t count with t table, namely:

1. If $t_{count} > t_{table}$ or $sig < 0.05$, then H_0 is rejected and H_a is accepted, meaning that the independent variable has an effect on the dependent variable.
2. If $t_{count} \leq t_{table}$ or $sig > 0.05$, then H_0 is accepted and H_a is rejected, meaning that the independent variable has no effect on the dependent variable.

Based on the results of hypothesis testing, it shows that the value of t table with the real level = 5%; $df = n - k - 1 = 130 - 3 - 1 = 126$, then $t_{table} = 1.97897$.

Following are the partial test results which include the effect of price (X1), service quality (X2) and promotion (X3) on consumer decisions (Y):

1. The price variable (X1) has a positive regression coefficient with $t_{count} > t_{table}$ ($3.682 > 1.97897$) and a Prob value. equal to $0.000 < 0.05$. So H_{10} is rejected and H_1 is accepted, so it is concluded that the price has a significant positive effect on consumer decisions in choosing grab bikes in Jabodetabek.
2. Service quality variable (X2) has a positive regression coefficient with $t_{count} < t_{table}$ ($1.038 < 1.97897$) and Prob. A total of $0.301 > 0.05$. So H_{20} is accepted and H_{2a} is rejected, so it is concluded that service quality has no significant effect on consumer decisions in choosing grab bikes in Jabodetabek.
3. The promotion variable (X3) has a positive regression coefficient with $t_{count} < t_{table}$ ($1.874 < 1.97897$) and a Prob value. amounting to $0.063 > 0.05$. So H_{30} is accepted and H_{3a} is rejected, so it is concluded that promotion does not have a significant effect on consumer decisions in choosing grab bikes in Jabodetabek.

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4.5.4. F Test Results

The F statistical test is useful for determining whether the estimation model used is correct or not and knowing whether there is a joint (simultaneous) effect of the independent variable on the dependent variable, namely by comparing the F count and the F table at the 5% confidence level. With the criteria if sig. > 0.05 then Ho is accepted, whereas if sig. <0.05 then Ho is rejected. The following is the F test processed using the SPSS 26 statistical tool, it can be seen in the following table:

Table 4.14 shows that the significance value is 0.000, which means less than 5% (0.05) and the value of $f_{count} > F_{table}$ is $31.594 > 2.68$, then Ho is rejected and Ha is accepted, so it is concluded that price (X1), service quality (X2) and promotion (X3) simultaneously have a significant effect on consumer decisions in choosing grab bikes in Jabodetabek.

Interpretation of Research Results

. The Effect of Price on Consumer Decisions in Choosing a Grab Bike in Jabodetabek.

Based on the statistical analysis in this study, it was found that price had a significant positive effect on consumer decisions in choosing grab bikes in Jabodetabek, meaning that the better the perception of prices, the increased consumer decisions in choosing Grab Bike transportation services in Jabodetabek.

This research is in line with research conducted by Santoso (2016) which states that price (X1) has a positive effect on consumer decisions. This states that the price offered is in accordance with the benefits felt by consumers, so that consumers do not hesitate to buy service products. So the increasing price can increase purchasing decisions on the Grab Bike service in Jabodetabek.

The Effect of Service Quality on Consumer Decisions in

Choosing a Grab Bike in Jabodetabek.

Based on the statistical analysis in this study, it was found that service quality did not have a significant effect on consumer decisions in choosing grab bikes in Jabodetabek, meaning that the low level of consumer decisions in choosing Grab Bike in Jabodetabek was not influenced by perceptions of service quality.

This research is in line with research conducted by Prianggoro and Sitio (2019) which states that service quality (X2) has no effect on consumer decisions. This suggests that the low quality of service will not affect consumer decisions in using Grab Bike services in Jabodetabek.

The Effect of Promotion on Consumer Decisions in Choosing Grab Bike in Jabodetabek.

Based on the statistical analysis in this study it was found that service quality did not have a significant effect on consumer decisions in choosing grab bikes in Jabodetabek, meaning that the perception of promotion does not make consumer decisions high or low in choosing Grab Bike in Jabodetabek due to promotions that cause people to be more interested. using Grab Bike.

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

This study aims to determine the effect of price, service quality, and promotion on consumer decisions in choosing Grab in Jabodetabek. Based on research as described in the previous chapter, the following conclusions can be drawn:

1. Based on the results of statistical analysis in this study, it shows that price has a significant positive effect on consumer decisions in choosing Grab Bike in Jabodetabek. The results of the partial test show that the variable price, service quality and promotion have an effect on purchasing decisions on the online Grab Bike transportation service in Jabodetabek. This shows that the better the price perception, the higher the consumer's decision to choose the Grab Bike transportation service in Jabodetabek.
2. Based on statistical analysis in this study, it shows that service quality does not have a significant effect on consumer decisions in choosing a Grab Bike in Jabodetabek. This shows that the low level of consumer decisions in choosing Grab Bike in Jabodetabek is not influenced by perceptions of service quality.
3. Based on the statistical analysis in this study, it shows that promotion has no significant effect on consumer decisions in choosing a Grab Bike in Jabodetabek. This indicates that the high and low perception of promotion does not make the consumer's decision to choose Grab Bike in Jabodetabek high or low because of the promotion that causes people to be more interested in using Grab Bike.

Based on the results of data analysis, discussion and conclusions, some suggestions are expected to be useful for practical purposes and further research as follows:

1. For actors, it is expected that they need to show and increase promotion through several media because in the partial test results, the effect is felt to be the least so that consumers can find out what promotions are being carried out.
2. For future researchers, it is expected that theoretically, other variables such as product attributes, brand image and so on will influence purchasing decisions so that they are able to develop existing research models.

Limitations of Research and Further Research Development

Research limitations

1. This study is only limited to 130 respondents in the community who are considered too small compared to the number of Grab Bike users in Jabodetabek so that there is no difference in the use of Grab, this is due to limited data collection time.
2. Future research should use research with more scope. Subsequent research adds to the number of respondents used in the study so that the results obtained can better reflect the actual situation.

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