

EASY EFFECT OF APPLICATION USAGE, SERVICE QUALITY AND PROMOTION ON RE-BUYING INTEREST

(CASE STUDY ON GRAB APPLICATION CUSTOMERS AT PT SIDO MUNCUL KEBON JERUK)

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Abstract - 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. Penelitian ini menggunakan strategi penelitian asosiatif dengan pendekatan kuantitatif, yang diukur dengan menggunakan koefisien determinasi dan uji hipotesis dengan menggunakan alat analisis SPSS v 25. Populasi dalam penelitian ini adalah seluruh karyawan PT. Sido Muncul Kebon Jeruk, Jakarta Barat, dengan jumlah sampel 98 responden. Hasil penelitian membuktikan bahwa secara parsial kemudahan penggunaan, kualitas pelayanan, dan promosi berpengaruh signifikan terhadap minat beli ulang. Secara simultan kemudahan penggunaan, kualitas pelayanan, dan promosi terdapat pengaruh yang signifikan terhadap minat beli ulang dengan taraf nyata $\alpha=0,05$.

Kata kunci : Kemudahan Penggunaan, Kualitas Pelayanan, Promosi, Minat Beli Ulang.

Abstrak - This study aims to see and analyze the enthusiasm for application use, service quality, and promotion of repurchase interest in the consumer study of the Grab application customers. Sido Muncul Kebon Jeruk, West Jakarta. The study used an associative research strategy with a quantitative approach, which was measured by the coefficient of determination and hypothesis testing using the SPSS v 25 analysis 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 results of the research prove that partially the use of use, service quality, and promotion have a significant effect on repurchase interest. Simultaneously, ease of use, quality of service, and promotion have a significant influence on repurchase interest with a real level of $\alpha = 0.05$.

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

I. PRELIMINARY

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 society which is often called the internet. The internet has become a necessity for every element of society. The internet has become a driving force for world change, especially in terms of simplifying human affairs. Starting from the way people communicate, interact with others, even in doing business. Whenever and wherever it is, as long as the internet is available information and communication can occur.

Many companies take advantage of technological developments by establishing online-based businesses. One of the online-based businesses that are currently developing is the transportation service business with motorbikes, which is commonly referred to as motorcycle taxis. Ojek is a non-formal public transportation. It is called non-formal because its existence does not have an operating license. Ojeks are widely used by residents in villages and in cities, because they have advantages over other transportation, namely faster and can pass through places that are difficult to reach. In the past, ojegs were managed conventionally and were sole proprietors, now a new online ojek business that is professionally managed has emerged.

Transportation services are one of the most important aspects in society as one aspect of facilitating daily individual activities such as work, school and various other activities. There are various choices of transportation service providers so that consumers are increasingly selective in choosing the transportation services they will use. Today's consumers are no longer just buying goods (products) or services (service) but are considering various aspects of the services inherent in these products or services. Service quality is one of the benchmarks for success in guaranteeing customer satisfaction. The quality of customer service can provide an objective assessment in order to increase customer trust and service.

Companies engaged in the service sector are highly required to be able to maintain their reputation in the eyes of their customers. Service quality is very important to be a concern for service owners. Grab is a transportation service company that provides mobile-based services in its operations to improve accessibility for its customers and the welfare of workers in various informal sectors in Indonesia. Grab provides a variety of services to meet the needs and simplify people's daily activities, including transportation, food delivery, between goods to one place in the same city and various other services.

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Grab a service company founded by Anthony Tan in 2012 in Malaysia. Grab uses and utilizes e-commerce advice in marketing and operations by creating services in a program, namely the Grab application from services produced by the Grab company. E-commerce facilities are used by Grab to be able to support the strategy implemented in winning competitions in transportation services, ordering goods and eating online in Indonesia. Grab is an application service based on smart phones (smartphones), namely application services designed for devices such as smartphones. Customers who used the Grab application previously needed to download this application first. The Grab application service can be downloaded from application providers such as Google Play for Android or the Apple Store for iOS.

Grab companies make enough compromises and create good service quality. The quality of service referred to in the Grab company is the quality of service that has been promised or based on the code of ethics that has been established by the company. Each service provider strives to provide

the best service from various sides in order to win over the hearts of internet users in Indonesia who are very broad and selective. Grab as one of the largest online transportation service providers in Indonesia always tries to provide the best for Indonesian consumers.

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.

1. In transportation services (grabcar, grabbike), you will see an area map display that shows the location of the customer via the GPS feature and then the customer is asked to fill in the destination address of the trip. In the map area, you will see the closest Grab driver that can be selected to deliver the destination.
2. In the food service (grabfood), the grab application will display images of various foods that can be ordered through the grabfood service. Customers only need to fill in what type of food will be ordered in the column "What do you want to eat?" then the food that the customer wants will be displayed.
3. In the courier service (grabexpress), customers only need to fill in the pick-up address in the "Pin Location" column then fill in the destination address in the "Where to go?"

Due to the accuracy of service promises, have inventory, and serve the order at the promised time. In transactions that occur in the Grab application service, customers will immediately get services from Grab when the customer has filled in the address fields provided by the Grab application. Customers only need to press the "Confirm" button for each service provided. After "Confirmation", the customer will be given the tariff details of each selected service. The Grabpay feature is also provided by Grab to make it easier for customers to pay non-cash fares. Grab customers can also find out the level of trust of Grab partners based on the star rating of each Grab partner driver. With this, customers will have more confidence in the credibility of the Grab application service and Grab partner drivers.

Based on the official Grab website on the Grab Policy and Privacy, Grab regulates the processing and collection of personal data from Grab users which explains that Grab has carried out protection and restrictions on user's personal data, in accordance with the provisions made by Grab and state laws the origin of the Grab customer. Grab has provided options in the payment process, namely cash or non-cash. Based on the source of the official website of PT GrabTaxi Holding in non-cash transactions, Grab ensures the security of customer transactions with the Grabpay feature. Grabpay is a non-cash transaction service to pay service fees from Grab. This Grabpay service allows electronic payment transactions by filling up the Grabpay balance through a Grab agent or outlet that has partnered with Grab. This service will make customers feel safe when making transactions on Grab.

The factor that supports customers to be satisfied using the Grab service application is promotion. Promotion is one of the important marketing activities for companies in an effort to maintain continuity and increase the quality of sales to increase marketing activities in terms of marketing goods or services from a company. In general, service companies carry out promotions so that consumers are interested in using and reusing these services. Grab is trying to reach the public through promotions that are heavily advertised through many media such as social media, applications, billboards, websites and many more. Promotions usually contain promotional codes for discounted prices or promotional codes to get free trips, both old and new users of the grab application. Grab often collaborates with certain events by providing special order codes for those who use the application at the event. Special promotions are also given to grab application users who register a credit card as payment for application rates.

Service quality is the next factor considered capable of influencing re-purchase interest. Market competition is getting tougher, making many companies talk about quality, where they think the quality of their service is the best. Besides that, concern for service quality is a reason to seek consumers' hearts. On the other hand, consumers will feel very satisfied and happy if the services they buy match 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 a good quality service, the better it will make consumer repurchase interest even higher.

II. THEORETICAL BASIS

Ease of Use

Ease of use is defined as a level or state in which someone believes that using a certain system does not require any effort (free of effort) or in other words the technology can be easily understood by users.

This ease of use factor is related to how online transactions are operated. Usually, prospective customers will experience difficulties when transacting online for the first time, and tend to hold back their intention because they do not understand how to transact online. On the other hand, there are also potential buyers who take the initiative to try because they have received information on how to transact online. From the definition above it can be concluded that the ease of use in buying goods or services online is very important because with the many conveniences provided by online sellers, consumers can more easily interact and get information and do not make consumers confused and uncomfortable, so that later can maintain consumer confidence.

Ease which leads to individual belief that using the system does not require much effort. These external factors are like system fixtures designed to make use easier. One of the factors that causes users to accept or reject the system is the relationship with the use of the system. Users tend to use or not use an application that is perceived as something they believe will help their performance in doing work.

The ease of use of technology can help reduce one's effort in both time and effort, and it is easy to get information when making online orders. There are indicators of perceived ease according to Wahyuningtyas (2016: 1-10), which are no cost, easy to use, easy to do what you want, easy to learn to operate, easy to do what you want, and clear and understandable interactions.

According to Dwi (2014: 19-20), ease of use is influenced by several factors, namely:

1. Focus on the technology itself
Good technology and is used continuously will make it easy for users to use it. User experience in using similar technology will provide user convenience.
2. Reputation for the technology
A good reputation will be heard by users and will encourage user confidence in the ease of use of this technology.
3. User perceptions of the technology
The availability of reliable support mechanisms, reliable support mechanisms will make you feel comfortable and believe that there are reliable support mechanisms in case of difficulties in using technology, thus encouraging users to be more positive.

There are several indicators of convenience according to Yoganda (2017: 2), namely:

1. Easy to learn
Technology is easy to learn so that users can easily understand the device or application program.

2. Easy to use
Easy-to-use technology to show the capabilities of a device or application that is easy to operate and has other capabilities so that users feel comfortable when using it.
3. Easy to get
Technology can easily be obtained by users who want to use the device or program in the application.

Service quality

According to Lupiyoadi (2013: 216), the quality of service or service can be defined as how far the difference is between the reality and expectations of customers for the services they receive and the company's success in providing quality services to its customers, achieving high market share, and increasing the company's profits. very much determined by the approach used. Service is said to be of quality if the service performance can meet customer expectations. Thus there are two main factors that influence service quality, namely the service expected (expectation) and the service received (performance). If the performance of the service is in accordance with the expectation, then the service quality is perceived as good by the customer, if the performance of the service exceeds the expectation, then the service quality is perceived as the ideal quality. Conversely, if the performance of the service is lower than the expectation, then the service quality is perceived as poor. So, good or bad service quality of a company depends on the company's ability to consistently meet customer expectations.

According to Hardiyansah (2011: 46), to determine the quality of service that is perceived by consumers, there are indicators of service quality located in five dimensions of service quality, namely:

1. Tangible, which has indicators of interior quality, exterior quality, the comfort of the vehicle used, the cleanliness of the driver, the completeness of transportation facilities, and the tidiness of the driver.
2. Empathy (Empathy), has indicators of the driver's ability to communicate, driver friendliness, the ability of the driver to understand passenger needs, and driver courtesy.
3. Reliability, has indicators of passenger confidence in service quality, the driver does not differentiate between the services provided to passengers, and the accuracy of the driver's service to passengers.
4. Responsiveness, has a driver indicator that is quick to respond to passenger complaints, clarity of information about grabs, drivers have the knowledge to answer passenger questions, and driver initiative in providing services to passengers.
5. Assurance, has indicators of the accuracy of service schedules to passengers, security in travel, safety assurance, and passenger confidence in grab quality.

Promotion

Promotion is one of the important marketing activities for companies in an effort to maintain continuity and increase the quality of sales to increase marketing activities in terms of marketing goods or services from a company. According to Kotler and Armstrong (2014: 77), Promotion is an activity that communicates product excellence and persuades customers to buy that product. According to Evelina (2012: 203-213), says that promotion is a one-way flow of information or persuasion designed to direct a person or organization to actions that create demand.

It can be said that promotion is a two-way exchange of information between the parties involved. For companies that produce products or services, the interactions that occur between companies and consumers are only realized through the communication process. Each company is free to choose a promotion method that is suitable for the products offered where the size of a

promotion depends on the amount of promotional funds, the nature of the promotion, the nature of the market, and the type of product. Below are some of the promotional objectives, namely:

- a. **Modifying behavior**
Is a corporate activity in promotion, where the company tries to create a good impression on itself or encourage the purchase of company goods and services through promotion. Where previously consumers did not really like the company's products, then with the help of promotion it will change consumer behavior.
- b. **Notify promotional activities**
which is intended to inform the intended market about the company's offerings, because without being known by consumers and the wider community, even though the products produced are of high quality and affordable to consumers, will not mean much, because they are not known by consumers or the wider community.
- c. **Persuade (Persuasive)**
This is actually not liked by some people, but in reality today there are many persuasive promotions. This kind of promotion is to encourage consumers to buy the goods being promoted.
- d. **Remind Promotion**
This activity is carried out to maintain the product brand in the hearts of the people. The nature of this promotion is carried out at the maturity stage in the product life cycle, it aims to maintain the product brand in the hearts of the public while retaining existing buyers.

According to Kotler and Keller (2012: 534), in general, promotional indicators have a strong influence, so that they cannot be separated, because they are mutually supportive and complementary. Promotion indicators consist of four promotions, namely:

1. **Advertising (advertising)**, which is all forms of non-personal presentations and promotions paid for by the sponsor to present ideas, goods or services. Advertising is considered as image management that aims to create and maintain copyright and meaning in the form of consumers. The forms of promotion used include broadcast, print, internet, outdoor, and other forms.
2. **Sales promotion (sales promotion)**, namely short-term incentives that encourage the purchase or sale of a product or service. The forms of promotion used include discounts, coupons, displays, demonstrations, contests, sweepstakes, and events.
3. **Public relations (public relations)**, which is building good relationships with various public companies in order to obtain favorable publicity, build a good corporate image, and handle or correct rumors, stories and unfavorable events. The forms of promotion used include press sales, sponsorship, special events, and web pages.
4. **Direct marketing (direct sales)**, namely direct relationships with target consumers with the aim of obtaining immediate responses and fostering lasting relationships with consumers. The forms of promotion used include catalogs, telephone marketing, kiosks, internet, mobile marketing, and others.

Repurchase Interests

Purchase interest is consumer behavior that shows the extent of commitment in making a purchase. Meanwhile, according to Kotler, Bowen and Makens (2014: 11), buying interest arises after an alternative evaluation process. In the evaluation process, someone will make a series of choices regarding the product to be purchased based on brand or interest.

Consumer purchase interest is the stage where consumers form their choices among several brands that are members of the chosen device. Then in the end make a purchase at an alternative he likes best or the process that consumers go through to buy a good or service based on various considerations.

Factors that shape consumer purchase interest (Kotler and Keller, 2016: 27), namely:

1. Attitudes of others
The extent to which the attitudes of others reduce one's preferred alternatives will depend on two things, namely, the intensity of the negative nature of others towards alternatives that consumers prefer and the motivation of consumers to comply with the wishes of others.
2. Unanticipated situation factors
This factor will later be able to change the consumer's attitude in making purchases. This depends on the consumer's own thoughts, whether he is confident in deciding whether to buy an item or not.

According to Lucas and Britt (2012), there are four factors that influence consumer purchase interest, including:

1. Attention
There is great attention from consumers to a product (goods or services).
2. Interest (Interest)
Shows focused attention and a feeling of pleasure.
3. Desire
There is an urge to want to have.
4. Confidence (Conviction)
There is a feeling of individual confidence in the quality, usability, and benefits of the product to be purchased.

Repurchase interest is a purchase interest that is based on the purchase experience that has been made in the past. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product or service. The decision to adopt or reject a product or service arises after a consumer tries a product and then he likes or dislikes the product. Repurchase interest is a purchase interest that is based on the purchase experience that has been made in the past. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product or service. The decision to adopt or reject a product or service arises after a consumer tries a product and then he likes or dislikes the product.

According to Ali (2013: 131) it can be defined through the following indicators:

1. Transactional interest
the tendency of consumers to always repurchase the products they have consumed.
2. Referential interest
the willingness of consumers to recommend the products they have consumed to others.
3. Preferential interests
consumer behavior that makes the products they have consumed as the main choice.
4. Exploratory interest
the desire of consumers to always find information about the products they are interested in.

III. RESEARCH METHODS

This research uses a quantitative approach with a survey method, where the researcher divides the questionnaire to collect data. In distributing questionnaires to collect data, researchers will distribute questionnaires to every Grab application customer at PT. Sido Appears in Kebon Jeruk. And Grab application customers at PT. Sido Muncul Kebon Jeruk who is a respondent in the study will answer a questionnaire containing statements related to this research problem. This research is included as an associative research. Associative research is research that looks for the relationship or influence of the independent variable (X) on the dependent variable (Y). According to Sugiyono (2017: 37), the associative strategy is a research problem formulation that asks for the influence between two or more variables.

According to Sugiyono (2017: 80) what is meant by population is the area of generalization of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. Sugiyono (2017: 81) The sample is part of the number and characteristics of the population. The type of sample used in data collection is non-probability sampling where each member of the population has zero chance. That is, sampling is based on certain criteria such as judgment, status, quantity, volunteerism and so on. Sampling was taken by using purposive sampling technique, namely the sample selection technique based on the special characteristics of the sample which are considered to have a very close relationship with the characteristics of the population that have been previously known, namely as follows:

1. Have its own Grab service application.
2. Consumers who have ordered Grab services at PT Sidomuncul West Jakarta.
3. Order services at least twice on the Grab application.
4. Willing to be a respondent.

The population of this study were all employees of PT. Sidomuncul, Kebon Jeruk, West Jakarta as many as 4720 employees. Thus the number of samples used for this study was 97.92, calculated using the Slovin formula and to simplify the calculation, it was rounded up to 98 respondents who used the Grab application at PT. Sisomuncul Kebon Jeruk branch, West Jakarta.

IV. DISCUSSION

Based on the results of the validity test, it shows that each variable in each indicator with a total of 25 question items is declared to have valid criteria, namely with a significance value less than 0.05. It is expected that the 25 question items will be able to reveal something that is measured on the questionnaire.

Validity Test Results

No.	Variabel	Cronbach's Alpha	N of Item	Keterangan
1.	Kemudahan Penggunaan Aplikasi	.756	8	Reliabel
2.	Kualitas Pelayanan	.746	11	Reliabel
3.	Promosi	.733	5	Reliabel

Based on the table above, the Cronbach alpha value for the variable ease of use of the application is 0.756, service quality is 0.746 and promotion is 0.733. This shows that the statements in this questionnaire are reliable because the Cronbach's Alpha value is greater than 0.60.

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

Based on the results of the t test shows that the effect of ease of use of the application (X_1) on repurchase intention (Y)

$H_{01}: \rho_{X_1Y} = 0$ (There is no significant effect of ease of use of the application on the interest in repurchasing the Grab service application)

$H_{a1}: \rho_{X_1Y} \neq 0$ (There is a significant effect of ease of use of the application on the interest in repurchasing the Grab service application).

Effect of service quality (X_2) on repurchase interest (Y)

$H_{02}: \rho_{X_2Y} = 0$ (There is no significant effect of service quality on the interest in repurchasing the Grab service application)

$H_{a2}: \rho_{X_2Y} \neq 0$ (There is a significant effect of service quality on the interest in repurchasing the Grab service application).

Effect of promotion (X_3) on repurchase interest (Y)

$H_{03}: \rho_{X_3Y} = 0$ (There is no significant promotional effect on the interest in repurchasing the Grab service application)

$H_{a3}: \rho_{X_3Y} \neq 0$ (There is a significant effect of promotion on the interest in repurchasing the Grab service application).

Based on the results of calculations using SPSS V.25, it is concluded that H_0 is rejected or H_a is accepted because the value of p -value (sign-2 tail) is less than the real level $\alpha = 0.05$.

It is proven that the three variables X affect variable Y, which means that the more interesting activities carried out by the Grab application service can increase consumer repurchase interest in using the Grab application.

Simultaneous hypothesis testing (F test) is to find out whether each independent variable consisting of (X_1, X_2, X_3) has a significant effect on the dependent variable (Y) if done together.

$H_0: \rho_{y123} = 0$ (ease of use of the application (X_1), quality of service (X_2) and promotion (X_3) are not significant for the repurchase interest of users of the Grab application).

$H_a: \rho_{y123} \neq 0$ (ease of use of the application (X_1), quality of service (X_2), and promotion (X_3) are significant for (Y) interest in repurchasing of Grab application users).

Based on the results of calculations using SPSS V.25, the value of significance F was obtained at 0.000. In conclusion, H_0 is rejected or H_a is accepted because the value of significance

F is smaller than the real level $\alpha = 0.05$ or $0.000 < 0.05$. This proves that simultaneously there is a significant effect on ease of use of applications (X1), service quality (X2), promotion (X3) on repurchase interest (Y).

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

Research Findings

1. In this study partially found that ease of use affects the interest in repurchasing the Grab application. This means, if the ease of use of the application increases significantly, then consumer interest in the Grab application service will increase significantly, and conversely, if the ease of use of the application decreases significantly, consumer interest will decrease significantly. The ease of using the application greatly affects the interest in repurchasing because it is a strong reason for consumers to return to using Grab services.
2. In this study partially found that service quality has an effect on repurchase interest. This means, if service quality increases, consumer interest will increase significantly and vice versa if service quality decreases, consumer interest will decrease significantly.
3. In this study partially found that promotion has an effect on repurchase interest. This means, if the promotion increases, consumer interest in the Grab service will also increase, and vice versa, if the promotion has decreased, then consumer interest will decrease significantly.
4. Based on hypothesis testing, the simultaneous finding of the ease of use of the application, the quality of service and promotion has an effect on repurchase interest in the Grab application. When viewed from the results of hypothesis testing, it is obtained that the significance f is smaller than the real level $\alpha = 0.05$. Based on direct observations, high repurchase interest always requires things that can help such as ease of use of applications, quality of service, and promotions. These three things are related to one another in making consumers always reuse services from Grab.

V. CONCLUSION

Based on the research data, there are several conclusions that can be drawn in this study, namely as follows:

1. Ease of use of the application affects repurchase interest in the Grab application, meaning that the Grab application is considered easy for anyone to use in making transactions or any activity using this application.
2. Service quality affects the interest in repurchasing the Grab application, which means that the quality of service makes consumers interested in repurchasing the Grab application because it is considered that the quality of service in providing services to consumers is very good and satisfying.
3. Promotion has 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.
4. Based on the results of the resulting calculations, simultaneously there is a significant influence between ease of use of applications (X1), quality of service (X2), promotion (X3) on repurchase interest (Y), meaning that many consumers believe in the performance of Grab, in terms of the ease of use of the application, the quality of its service and its promotion, which makes consumers indirectly return to use the service from Grab again and makes things easier.



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