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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Influence of Service Quality and Promotions to Decision Consumer Use Service Transportation online Gojek

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Abstract: This research aims to determine the influence of service quality and promotions on consumer decisions in using Gojek online transportation services among students at Universitas HKBP Nommensen, Medan, both partially and simultaneously. The type of research used in this research is a quantitative approach. The population in this study were all active students at Universitas HKBP Nommensen in Medan who had used the Gojek online transportation service, the exact number of which is unknown. So, using the Lemeshow formula, a sample size of 96 respondents was obtained, taken randomly to represent each faculty. Data was obtained through distributing questionnaires. The test results show that service quality has a positive and significant effect on consumer decisions, this is shown in the calculated t value of $2.966 > t_{table} 1.98580$ and a significant value of $0.004 < 0.05$. The promotion has a positive and significant effect on consumer decisions in using Gojek online transportation services, as evidenced by the calculated t value of $5.845 > t_{table} 1.98580$ and a significant value of $0.000 < 0.05$. Simultaneously, it was found that the quality of service and promotions had a positive and significant effect on consumer decisions using Gojek online transportation services, this was proven by the calculated F value of $78,823 \geq F_{table} = 3.094$ and the significant value obtained was $0.000 < 0.05$. The determinant coefficient (R^2) was obtained at 0.629, which means that the Consumer Decision variable can be explained by Service Quality and Promotions at 62.9% while the remaining 37.1% is explained by other variables outside Service Quality and Promotions such as Price and company reputation.

Keywords: Service Quality, Promotions, Consumer Decisions.

1. INTRODUCTION

As times progress more rapidly, changes can also occur in all sectors, including education and social culture to the increasingly sophisticated technology and communications sector. Therefore That, para businessman competing for make innovation's latest sake create strategy the competition can be interesting consumer. Development technology Which so fast, big its influence on business. Company Which No Can follow its development will lost compete. Information technology is currently one of the most important parts of activity business, Which on Finally give share big in change- change in company, like change structure, operational, until management strategy. Blessing technology This, various convenience can be felt by every layer. With hope all something easier and more practical. Online business development, including current online transportation This very Lots perhaps interested by para businessman Which has mushrooming the number in Indonesia. This development is utilized by businesspeople supported by One phenomenon, where life public No can be separated from progress technology, incl in the field Internet. Through modern developments, there will be more and more transportation services sector business which is issued annually by the company so that make competition Which very fierce, in matter satisfaction so Users will prefer which one they feel is safer and more comfortable to use. Now a new idea has emerged for motorbike taxi companies or online-based transportation service businesses using internet media which offer various comforts and new things that are different and cannot be done by transportation services in general.



One form of utilizing technological advances in the online transportation business sector is the Gojek company. Gojek is a company operating in the transportation service sector which aims to connect motorcycle taxis with motorcycle taxi passengers.

2. LITERATURE REVIEW

According to Laksana in Herianto Ari Wibowo (2017), "quality is totality from something characteristics service Which in accordance with condition or standard". Phillip Crosby in Humiras Hardi Ancient and Siti Aisha (2017) state that "quality is suitability with condition or specification (conformance to requirements or specifications). Tony Wijaya (2019) argues that "quality is something that is decided by the customer. That is, quality is based on actual experience customers or consumers of products or services that are measured based on requirements certain. Joseph Juran in Humiras Hardi Ancient and Siti Aisha (2017) defines "quality as suitability or suitability for use (fitness for use). According to Deming in Humiras Hardi Purba and Siti Aisyah (2017) state that "quality is suitability with need customer. Finally, according to figure management quality Feigenbaum in Humiras Hardi Purba and Siti Aisyah (2017) define "quality as full customers satisfaction (consumer satisfaction fully. From the definitions above, it can be concluded that quality is all something Which Can be measured Good the bad depends on than its characteristics.

2.1 Service Quality

Zeithaml in Herianto Ari Wibowo (2017) classify dimensions of service quality. There are five dimensions of service quality called SERVQUAL dimensions among them: Physical evidence (tangibles), regarding the capacity of physical facilities, equipment and materials used by the company, as well appearance employee. Reliability (reability), relates to the company's ability to provide accurate service the first time without making error whatever And convey his services in accordance with time Which has agree Responsiveness (responsiveness), regarding willingness and the ability of employees to help customers and respond to their requests, as well as inform the service about it given and then give service in a way fast Guarantee (assurance), namely the behavior of capable employees grow trust customer to company And company normal create flavor safe for the customers. Empathy (empathy), the company understands the problems of its customers and act in the interests of customers, and provide attention personal to para customer which comfortable from definitions the above can concluded that Service Quality is the level of service excellence that can fulfill desires consumer or customers who given by an organization.

2.2 Promotion

Promo or the abbreviation of "promotion", is an action or effort that is carried out by a company or individual with the aim of improving awareness, interest, and sales their products or services. In article www.ocbcnsip.com (2022), mention that "promo is something activity marketing Which usually given by seller and companies to increase sales of goods and services". Simply put, a promo is a profitable offer usually done in activity marketing in frame introduce product to wide community. Besides That, with exists promo Also Can For form branding positive in eye candidate buyer to product. Plus, Again, promo can used as a step to show superiority and become a differentiator from competitor products. Definition other Also interpret that "promo is offer Which usually done in activity marketing in frame for introduce product to wide community.

3. RESEARCH DESIGN AND METHOD

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. The type of



population in this study is non-probability because the population size in this study is unknown. The population in this research will be active students at Universitas HKBP Nommensen, Medan, even semester 2023/2024 who have purchased Gojek online transportation services. The sample is the part or number, and characteristics possessed by the population. The sample is part or representative of the population studied. In determining the sample, an appropriate sampling method is needed to obtain a representative sample that can describe the condition of the population optimally. In this study, samples were taken from the population using the Purposive Sampling technique, where sample selection was distributed to relatives or acquaintances of the researcher and was based on several criteria relevant to this research. These criteria include Status as an active student at Universitas HKBP Nommensen, Medan, even semester 2023/2024. Have you ever purchased Gojek online transportation services?

4. RESULT AND DISCUSSION

Test Validity

The validity test is used to assess whether a questionnaire has validity or not. Questionnaire considered valid if contained statements in inside capable revealing aspects Which want to be measured by questionnaire the. In other words, validity ensures that the statement in the questionnaire really reflects the variable or concept being measured, so that the results of the questionnaire can be reliable and accurate condition:

1. If $r_{\text{count}} \geq r_{\text{table}}$, (at level significance 5% or 0.05) then statement said valid.
2. If $r_{\text{count}} < r_{\text{table}}$, (on level significance 5% or 0.05) then statement stated invalid.

In study This, amount sample is 96 respondent, mark r_{table} on $\alpha = 0.05$ with degrees of freedom $df = n - 2$, then $df = 96 - 2 = 94$. So we get the results of the two-way test significance level in the r_{table} are 0.2006 with testing SPSS 22, following test results validity each variable study.

Variable Service Quality (X₁)

Table 1. Results Test Validity Variable Service Quality (X₁)

Items	Level Error	r Table	Sig	r Count	Information
X1.1	0.05	0, 2006	0,000	0.688	Valid
X1.2	0.05	0, 2006	0,000	0.769	Valid
X1.3	0.05	0, 2006	0,000	0.789	Valid
X1.4	0.05	0, 2006	0,000	0.810	Valid
X1.5	0,05	0, 2006	0,000	0.810	Valid
X1.6	0,05	0, 2006	0,000	0.741	Valid
X1.7	0,05	0, 2006	0,000	0.735	Valid
X1.8	0,05	0, 2006	0,000	0.756	Valid
X1.9	0,05	0, 2006	0,000	0.667	Valid
X1.10	0.05	0, 2006	0,000	0.764	Valid

Source: Results Exercise Data Primary SPSS 22 (2024)

Based on Table 1., $n = 96$, $df = 96 - 2 = 94$ with a significance level 0.05 (5%) then the value of $r_{\text{table}} = 0, 2006$. From this table it can be seen r_{count} of all statements is greater than r_{table} . Thus, all items Which used for measure variable Service Quality (X₁) is valid.

Variable Promotion (X₂)

Table 2. Results Test Validity Variable Promotion (X₂)

Items	Level Error	r Table	Sig	r Count	Information
X1.1	0.05	0, 2006	0,000	0.690	Valid
X1.2	0.05	0, 2006	0,000	0,580	Valid
X1.3	0.05	0, 2006	0,000	0,646	Valid
X1.4	0.05	0, 2006	0,000	0,732	Valid

Items	Level Error	r Table	Sig	r Count	Information
X1.5	0,05	0, 2006	0,000	0,698	Valid
X1.6	0,05	0, 2006	0,000	0,747	Valid
X1.7	0,05	0, 2006	0,000	0,693	Valid
X1.8	0,05	0, 2006	0,000	0,754	Valid

Source: Results Exercise Data Primary SPSS 22 (2024)

Results test validity variable Promotion (X_2) obtained results Which served in Table 2. As follows. Based on Table 2., $n = 96$, $df = 96 - 2 = 94$ with a significance level 0.05 (5%) then the value of r table = 0, 2006. From this table it can be seen r count of all statements is greater than r table. Thus, all items Which used to measure Promo variable (X_2) is valid.

Variable Decision Consumer (Y)

The results of the validity test of the Consumer Decision variable (Y) obtained the following results served in Table 3 as following:

Table 3. Results Test Validity Variable Decision Consumer (Y)

Items	Level Error	r Table	Sig	r Count	Information
Y.1	0.05	0. 2006	0.000	0.717	Valid
Y.2	0.05	0. 2006	0.000	0.788	Valid
Y.3	0.05	0. 2006	0.000	0.729	Valid
Y.4	0.05	0. 2006	0.000	0.809	Valid
Y.5	0,05	0, 2006	0,000	0,803	Valid
Y.6	0,05	0, 2006	0,000	0,793	Valid
Y.7	0,05	0, 2006	0,000	0,759	Valid
Y.8	0,05	0, 2006	0,000	0,764	Valid

Source: Results Exercise Data Primary SPSS 22 (2024)

Based on Table 3, $n = 96$, $df = 96 - 2 = 94$ with a significance level 0.05 (5%) then the value of r table = 0, 2006. From this table it can be seen r count of all statements is greater than r table. Thus, all items Which used to measure variable decision consumer (Y) is valid.

Table 4. Consumer Decision Reliability Test (Y)
Reliability Statistics

Cronbach's Alpha	N of Items
,832	8

Source: SPSS 22 Primary Data Processing Results (2024)

Based on Table 4, it shows that the results of the reliability test where 8 items state the Consumer Decision variable (Y) with the resulting Cronbach Alpha value of 0.832. So, it can be concluded that the statement item for the Consumer Decision variable (Y) is declared Reliable or accepted because the Cronbach Alpha value is ≥ 0.70 .

Normality test

The normality test is used to determine whether the data has a normal distribution or not. In carrying out this test, the author used the One Sample Kolmogrov-Smirnov test method with SPSS version 22. Data is declared normally distributed if the significance is greater than 0.05.

Table 5. Results Test Kolmogrov-Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	3.06607892



One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
Most Extreme Differences	Absolute	.116
	Positive	.089
	Negative	-.116
Test Statistic		.116
Asymp. Sig. (2-tailed)		.303 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 22 Primary Data Processing Results (2024)

Based on Table 5, results test normality Kolmogrov-Smirnov Test obtained a significant result of $0.303 > 0.05$, so it can be concluded that the data normally distributed. This test is also carried out by checking the distribution of data (data points) on the diagonal line of the graph or by looking at the histogram of the residuals. Decision taken based on:

- If the data (data points) are spread around a diagonal line and follow the direction of the diagonal line, or if the histogram graph shows normal distribution pattern, it can be concluded that the regression model fulfil normality assumption.
- If the data (data points) are spread far apart or do not follow the direction of the line diagonal, or if the histogram graph does not show a distribution pattern Which normal, so can concluded that model regression No fulfil normality assumption.

5. CONCLUSION

Based on the results of the research above that has been carried out regarding the Influence of Service Quality and Promotions on Consumer Decisions Using Gojek Online Transportation Services (Case Study of Universitas HKBP Nommensen Students in Medan), it can be concluded several things as follows: There is a significant influence of Service Quality on Consumer Decisions in student at Universitas HKBP Nommensen, Medan. This is proven by the results of the analysis tested on the SPSS 22 application, it is known that the calculated t value for the Service Quality variable is $2.966 > t$ table of 1.98580 with a significance level of $0.004 < 0.05$, so H_0 is rejected, and H_1 is accepted, which means Service Quality influences Consumer Decisions. There is a significant influence of promotions on consumer decisions among students at Universitas HKBP Nommensen, Medan. This is proven by the results of the analysis tested on the SPSS 22 application, it is known that the calculated t value for the Promo variable is $5.845 > t$ table of 1.98580 with a significance level of $0.000 < 0.05$, so H_0 is rejected, and H_1 is accepted, which means Promo has a significant effect on consumer decisions. Simultaneously, the variables Service Quality (X1) and Promo (X2) have a significant effect on the Consumer Decision variable (Y) among students at Universitas HKBP Nommensen, Medan. This can be seen from the analysis results which was carried out via SPSS 22 where the calculated F value was 78.823, meanwhile F table that is 3,094 so F count > F table with significance $0,000 < 0.05$. Meanwhile, if it is made into a multiple linear regression analysis equation $Y = 32,927 + 0.237 X_1 + 0.648 X_2$. So that in test coefficient determinant obtained mark R square as big as 0.629 Which It means Influence Service Quality (X1) and Promotion (X2) explain 62.9% of the relationship Consumer Decision variable (Y), the remaining 37.1% is influenced by variable Which No researched for example price or reputation company. From the results of this research, it can be concluded that the Service Quality and Promotion variables have a significant influence on the Consumer Decision variable. This finding is consistent with previous research which also found a strong relationship between this factor and the same variables. First, in Ecancer Hayani Silitonga's (2020) research entitled The Influence of Service Quality on Consumer Satisfaction in Using Grab Online Transportation, the service quality variable has a significant effect on consumer satisfaction in

using Grab transportation services. Meanwhile, Denny Daud's (2013) research entitled Promotion and Service Quality Influence on Consumer Decisions to Use PT. Financing Services. BESS Finance Manado highlights the importance of promotions in decision making. Where the promo variable in this research has a significant influence on consumer decisions to use PT. financing services. BESS Finance Manado. This means that the higher the promo value offered, the higher the interest of service users. These two research results substantially support these findings by showing that factors such as Service Quality and Promotion play a significant role in the same context. Based on conclusion in on, there is several suggestions for several parties, including. For Company Service Transportation Online Based results Study This should PT. Gojek Indonesia more prioritize improving service quality. So, there's competition, right? only on the price aspect but on the quality of service, remember that PT. Gojek Indonesia is a service company. For example, like not driving too fast, providing helmets and masks, and some matter other support. Based on the results of research and discussions that have been carried out in one of the previous studies, namely research by Dhita Tresiya, Djunaidi and Heri Subagyo (2018) with the title "The Influence of Service Quality and Comfort on Consumer Satisfaction at the Gojek Online Motorbike Service Company in Kediri City", where the quality variable partial service has no influence on consumer satisfaction of Grab online motorcycle taxi service users in Kediri City. This is contrary to the results obtained by researchers. For this reason, as a constructive suggestion, it would be better to review or explore certain aspects that may be the cause of differences in results, as well as to overcome these differences. For Researcher Next Research This can referred and addition outlook about motorcycle taxi research online especially Gojek. For future researchers, it would be better if the independent variables were available added, so that results his research can more describe regarding the object under study, for example brand equity, advertising and other things etc. Add technique collection data other like observation or direct interviews to avoid respondents not being serious about moment fill out the questionnaire.

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