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The Influence of Price, Service Quality, and Promotion on the Decision to Use GrabBike Services in Malang City

(A Study on Students of the Faculty of Administrative Sciences at Islamic University of Malang Who Use Grab Online Transportation)

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ABSTRACT

This research aims to investigate the influence of price, service quality, and promotion on purchasing decisions using quantitative research methods. Documents and questionnaires serve as data collection tools. The research population consists of seventy FIA UNISMA students from the class of 2020 who have used the GrabBike online transportation service at least once or twice. A census approach, combining non-probabilistic and intrusive selection strategies, was employed to select a sample of seventy respondents. Data analysis was conducted using SPSS 23, involving validity and reliability testing, multiple linear regression analysis, and classical hypothesis testing.The findings indicate that: (1) Price positively influences purchasing decisions (t-value 2.928 > t-table 1.668, $p \leq 0.05$). (2) Service quality significantly impacts variable Y, with a t-value of 4.078 > t-table 1.668, $p \leq 0.05$. (3) Promotion also has a significant positive effect on purchasing decisions (estimated t-value 1.994 > t-table 1.668, $p \leq 0.05$). Price, service quality, and promotion collectively influence purchasing decisions, supported by F-value (34.694 > F-table 2.74).

Keywords: Price, Service Quality, Promotion, Purchasing Decisions

1. Introduction

In this era of digitalization, business competitiveness in the transportation sector is increasing, in line with the high level of mobility and population transition from one location to another, this has become a separate business prospect for transportation business practitioners, especially in the online transportation sector. The increasing interest in using online transportation services among the public is due to the ease of using these transportation services, therefore online transportation service companies are competing to attract users' interest in using the services they have. With online transportation, it will greatly simplify people's daily activities.

Currently, in Indonesia there are various types of online transportation services, including Grab, Gojek, Maxim, inDrive, Nujek, Anterin, Okejek, and others. When using a service or product, consumers will always pay attention to the price, service quality and promotion of a service or product, because service quality, promotion and a good price are things that can attract customers to acquire a product or service. This research

focuses on the online motorcycle taxi application Grab which is the object of research for students class of 2020, Faculty of Administrative Sciences, Islamic University of Malang.

The findings of a 2020 survey launched by the Indonesian Internet Service Providers Association, Grab is the online transportation application most commonly used by Indonesians. Of the respondents with the highest ranking, 21.3% stated that they regularly use the Grab application to travel. However, problems with Grab's service quality were found, reinforced by the opinion expressed by Dian Cahyaning Fitri that, "The application system often requires updates, making consumers anxious, so that at certain times it becomes a barrier when ordering. "Relatively cheap prices compared to other competitors are the main choice for consumers to continue choosing Grab." The problem of promotions is also reinforced by Firdausi Maulidya's opinion that, "When there is a promotion I take the promotion that has been provided because the price is cheaper than usual, but the service from Grab is not like I took the normal price (not a promotion), the service is not good during the trip." The Grab price problem is reinforced by Widia Tri Setiawati's opinion that, "Grab's prices are expensive compared to other competitors, making consumers a little burdened because prices for students are the main consideration in making the purchasing decision process, but because Grab has a more accurate location point compared to the application so I still decided to use Grab."

"The Influence of Tariffs and Service Quality on Consumer Choice of GoRide and GrabBike in Yogyakarta" is the title of previous research, this research does not discuss promotions, this is one of the latest findings from researchers who explore whether Grab promotions can influence product decisions. The experimental findings also state that the level of service contributes to GoRide users in Yogyakarta, but has no effect on GrabBike users, so this research tries to re-examine how the quality of service can influence or not the decision to purchase Grab services. As a result, both researchers and reviewers were attracted to conducting research using the headings and explanations in the context mentioned above, "The Influence of Price, Service Quality and Promotion on Decisions to Purchase GrabBike Services in Malang City (Study on FIA UNISMA Students who are Online Transportation Users Grab)".

The research aims to determine the factors influencing FIA UNISMA students' decision to use GrabBike services. Specifically, it investigates whether price, service quality, and promotions influence their decisions. Additionally, the study examines the combined impact of these variables on students' choices to use GrabBike.

2. Literature Review

2.1. Marketing strategy

Kotler and Armstrong (2008: 45)defines sales strategy as a business unit's efforts to generate profits and value in its customer relationships using marketing rationale.

2.2. Price

Pricein the words of Kotler and Armstrong (2012) is the cost of an item or action. The marketing mix includes price as a source of revenue. Expenditures are represented by other elements. According to Kotler & Armstrong (2001: 439) Price can be described more richly in the total meaning that users are willing to give in return for the benefits of holding or using a good or service. There are 4 markers that mark rates according to Kotler and Armstrong (2012: 278) in Banjarnahor, DA (2018), namely:

a. Affordability
b. Price competitiveness
c. Price match with product quality
d. Matching price with benefits

2.3. Service quality

The measure of service quality as defined by Tjiptono (2012: 157) is an indication of the level of satisfaction that fulfills the customer's dreams. Service level can also be interpreted as an anticipated standard of excellence and mastery of that excellence to obtain customer desires. Tjiptono (2008: 18) expressed his opinion that there are five markers of service level, namely as follows:

a. Tangible (physical evidence)

b. Reliability
c. Responsiveness
d. Guarantee and certainty
e. Empathy

2.4. Promotion

Promotion according to Lamb (2001: 146) defines that marketing professionals use promotion as a means to inform and motivate potential customers about a product to ask for feedback or responses. In short, promotion is a series of marketing initiatives that through communication introduce consumers to goods and services provided by producers, influence their views, and persuade them to acquire goods and services. Kotler and Keller's perspective (2016: 267) shows five promotion indicators, namely:

a. Promotion frequency
b. Promotional quality
c. Promotion quantity
d. Promotion time
e. Provision or appropriateness of promotion

2.5. Buying decision

According to Tjiptono (2017), consumption choices are defined as a customer making a purchasing decision to fully decide to purchase the product or service. Purchasing decisions according to Kotler & Armstrong, (2001: 225) detail the acquisition choice as a phase of the consumer decision process where customers actually make a purchase, choose the desired brand, and intend to make the purchase. The following is an explanation of customer purchasing decisions presented by Kotler and Keller (2013) using Indrasari's (2019: 74) purchasing decision indicators:

a. Product selection
b. Brand choice
c. Choice of dealer
d. Purchase amount

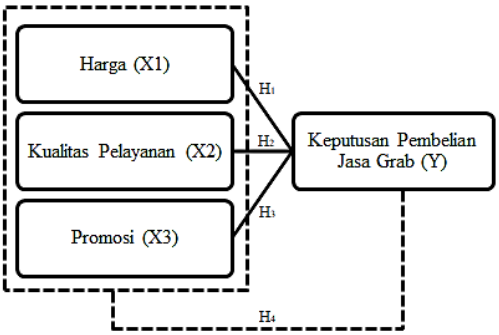


Figure 1. Hypothesıs Framework
Source: Data processed by researchers (2024)

Dash (___) partial effect

Dash (_ _ _) simultaneous effects

2.6. Hypothesıs

a. H1: Price (X1)
   a) Ha = Purchasing decisions are influenced by price.
   b) Ho = Purchasing decisions are not influenced by price.

b. H2: Service Quality (X2)
   a) Ha = Purchasing decisions are influenced by service quality.
   b) Ho = Purchasing decisions are not influenced by service quality.

c. H3: Promotion (X3)
   a) Ha = Purchasing decisions are influenced by promotions.
   b) Ho = Purchasing decisions are not influenced by promotions.

d. H4: Simultaneously to Purchasing Decisions (Y)
   a) Ha = Purchasing decisions are influenced by price, service quality, and promotions.
   b) Ho = Service quality is not influenced by price, service quality and promotion.

3. Methodology

3.1. Types of research

A quantitative approach was used in this research. Quantitative methods include analysis of certain populations or samples, which produces statistical information in the form of numbers and experimentally tests the hypotheses found by researchers, as stated by (Sugiyono, 2019: 17).

3.2. Research sites

This research was conducted on Grab online transportation users, students from the 2020 class of FIA UNISMA.

3.3. Research time

This research was completed over 4 months starting from December 2023 to March 2024.

3.4. Population and Sample

The population in this research was 70 students from the class of 2020 at FIA UNISMA who had used the GrabBike online transportation service at least 1-2 times. This research sample can be taken from the entire population if the number of individuals in the population is below 100 people, the author uses a census sampling technique called saturated sampling, namely taking 100% of the total population of 70 participants, the sample procurement process is implemented using non- Probability sampling means that no element or population can be sampled at the same time or volume, using purposive sampling. The conditions for selecting participants include:

a. All students class of 2020, Faculty of Administrative Sciences, Islamic University of Malang.
b. Men and women aged at least 17 years and over.
c. Is a Grab user who uses the GrabBike service to travel at least 1 - 2 times.

3.5. Method of collecting data

This research uses 2 methods, namely: documentation and a statement questionnaire which uses Likert scale measurements for analysis. In analyzing social phenomena, the Likert scale is used to examine personal or team behavior and beliefs (Sugiyono, 2022: 93).

3.6. Data analysis technique

Multiple linear regression testing, classical hypothesis testing (normality, multicollinearity, heteroscedasticity), and testing discovery aids in the form of validity and reliability tests are the data analysis approaches used in this work. Three different types of tests are used to assess the hypothesis: partial T-test, simultaneous F-test, and coefficient of determination (R2) test.

4. Results and Discussion

4.1. Results

4.1.1. Test Research Instruments

a. Validity test

Table 1. Validity Test

Variabel	Item	Nilai r Hitung	Nilai r Tabel	Keterangan
Harga	X1.1	0,815	0,2352	Valid
	X1.2	0,853	0,2352	Valid
	X1.3	0,791	0,2352	Valid
	X1.4	0,801	0,2352	Valid
Kualitas Pelayanan	X2.1	0,775	0,2352	Valid
	X2.2	0,781	0,2352	Valid
	X2.3	0,731	0,2352	Valid
	X2.4	0,729	0,2352	Valid
	X2.5	0,844	0,2352	Valid
Promosi	X3.1	0,718	0,2352	Valid
	X3.2	0,657	0,2352	Valid
	X3.3	0,786	0,2352	Valid
	X3.4	0,796	0,2352	Valid
	X3.5	0,760	0,2352	Valid
	X3.6	0,768	0,2352	Valid
Keputusan Pembelian	Y1	0,713	0,2352	Valid
	Y2	0,667	0,2352	Valid
	Y3	0,774	0,2352	Valid
	Y4	0,543	0,2352	Valid
	Y5	0,788	0,2352	Valid

Source: Data processed by SPSS (2024)

Because the r value determined for each item in the questionnaire is greater than rtable, it can be said that all claims in the questionnaire are valid.

b. Reliability Test

Table 2. Reliability Statistic

Reliability Statistics

Cronbach's Alpha	N of Items
.923	20

Source: Data processed by SPSS (2024)

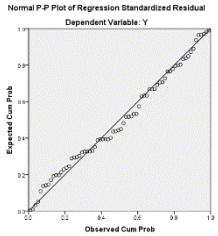
With a Cronbach's alpha value of 0.923, or less than 0.6, all variables included in the confidence test shown in the table above were found to be reliable. Therefore it is possible to state that the measurement tool is reliable.

4.1.2. Classic Assumption Test

a. Normality test

Normality tests can be run to see whether the normalized residual numbers are distributed regularly. Ghozali (2013: 154) states that normality testing can be carried out using the normal probability plot scheme analysis method. Another statistical test to inspect normality can use Kolmogorov-Smirnov. A significance value > 0.05 indicates that the residuals are normal. However, the residual distribution is not normally distributed if the residual significance value is less than 0.05.

Table 3. Normality Test



Source: Data processed by SPSS (2024)

It can be concluded that the research variables are distributed normally. A regression model can be said to meet the assumption of normality if the data is distributed diagonally, follows a diagonal orientation, and has a normal distribution pattern.

Table 4. One Sample Kolmogorov – Smirnov - Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		70
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.63593373
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.060
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data processed by SPSS (2024)

It is clear how much Asymp is worth. The data is reported to be normally distributed, and the SPSS normality test produces a value of 0.200 > 0.05, indicating a significance value greater than 0.05.

b. Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.037	1.698		2.377	.020		
Harga	.313	.107	.299	2.928	.005	.562	1.778
Kualitas Pelayanan	.372	.091	.401	4.078	.000	.608	1.645
Promosi	.170	.085	.219	1.994	.050	.489	2.045

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by SPSS (2024)

The variables price (0.562), service quality (0.608), and promotion (0.489) all show tolerance values > 0.10, indicating the absence of multicollinearity in each variable. The VIF value in the previous table, which is less than 10, shows that not all variables indicate multicollinearity. Specifically, variable price is 1,778, service quality is 1,645, and promotion is 2,045.

c. Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.836	1.079		3.556	.001
	Harga	-.082	.068	-.188	-1.201	.234
	Kualitas Pelayanan	-.066	.058	-.170	-1.133	.261
	Promosi	.005	.054	.015	.092	.927

a. Dependent Variable: Keputusan_Pembelian

Source: Data processed by SPSS (2024)

Price, service quality, and promotion all have significant values at the absolute value of the statistical residual value > 0.05, indicating that there are no signs of heteroscedasticity in the research regression model.

4.1.3. Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.037	1.698		2.377	.020
	Harga	.313	.107	.299	2.928	.005
	Kualitas Pelayanan	.372	.091	.401	4.078	.000
	Promosi	.170	.085	.219	1.994	.050

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by SPSS (2024)

Similarities created:

$$Y = 4{,}037 + 0{,}313X_1 + 0{,}372X_2 + 0{,}170X_3 + e$$

Multiple linear regression test findings can be interpreted in the following way:

a. 4.037 is constant (a) (positive number). This presents a consumer purchasing decision (Y) of 4.037 if price (X_1), service quality (X2), and promotion (X_3) all value 0.
b. The price variable (X_1) in purchasing decisions (Y) has a regression coefficient of 0.313. Therefore, there is an increase in variable Y of 31.3% for every 1% increase in price (X_1). The variables (X_2) and (X_3) are considered constant.
c. The service quality variable (X2) in purchasing decisions (Y) has a regression coefficient of 0.372. Therefore, there is an increase in variable Y of 37.2% for every 1% increase in service quality (X_2). The variables (X_1) and (X_3) are considered constant.
d. The regression coefficient of the sales promotion variable from sales promotion (X_3) to purchasing decisions (Y) is 0.170. This proves that, if (X1) and (X2) are calculated to be stable, an increase in sales promotion (X_3) by 1% will cause an increase in variable Y by 17%.

4.1.4. Hypothesis testing

a. Partial Test (t Test)

Table 8. Partial Test (t Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.037	1.698		2.377	.020
	Harga	.313	.107	.299	2.928	.005
	Kualitas Pelayanan	.372	.091	.401	4.078	.000
	Promosi	.170	.085	.219	1.994	.050

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by SPSS (2024)

a. Based on the t value, it is determined to be 2.928 > ttable 1.668 and the score is sig. 0.00 ≤ 0.05, which indicates that there is a positive and partially significant influence between the price variable (X_1) on purchasing decisions (Y), H1 is accepted and Ho is subtracted from the price variable.
b. In this case t is calculated to be 4.078 > ttable 1.668 and sig. 0.00 < 0.05 indicates that H2 is accepted and Ho is rejected, this indicates that the service quality variable (X_2) influences purchasing decisions (Y) in a positive and somewhat significant way.
c. If promotion (X_3) has a positive and partially significant influence on variable Y, and the sig value. 0.05 ≤ 0.05 indicates that H3 is accepted and H0 is rejected, then the promotion variable is accepted (t = 1.994 > ttable 1.668).

b.

Simultaneous Test (F Test)

Table 9. Simultaneous Test (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	313.223	3	104.408	34.694	.000[b]
	Residual	198.620	66	3.009		
	Total	511.843	69			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi, Kualitas Pelayanan, Harga

Source: Data processed by SPSS (2024)

Considering that the F value for price, service quality and promotion is known to be greater than F table (34.694 > 2.74), it can be summarized that the variable Y of purchasing decisions is simultaneously and positively influenced by the variables price (X1), service quality (X2), and promotion (X3).

c. Coefficient of Determination Test (R^2)

Table 9. Simultaneous Test (F Test)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782[a]	.612	.594	1.735

a. Predictors: (Constant), Promosi, Kualitas Pelayanan, Harga

Source: Data processed by SPSS (2024)

Based on the table, the research's corrected R-squared score is 0.594 or 59.4%. In other words, price (X_1), service quality (X2), and promotion (X_3) are three independent factors taken into account simultaneously. Maximum contribution (59.4%) to elements considered when making a purchase. But additional factors not looked at in this study classified the remaining 40.6%.

4.2. Discussion

4.2.1. The Influence of Price on Purchasing Decisions

H1 is accepted and H0 is rejected based on the price variable from the t test results (partial), which shows a partial positive and significant influence between the variable price (X_1) and the variable Y for GrabBike services in Malang City (t-value 2.928 > ttable 1.668, and sig. for 0 .00 ≤ 0.05). The findings of this study support the theory proposed by Kotler and Armstrong (2012) in Banjarnahor & Oktavani (2018), which states that price can influence consumer decisions when benefits are felt and must be commensurate with costs. The price of a service or product benefit that is lower than the purchase price often makes consumers tend to refrain from making another purchase and consumers believe that the product or service is expensive.

Price competitiveness, affordability, price convenience relative to product quality, and price convenience are the four criteria applied in this research to estimate tariffs. When a tariff is considered more affordable and has the same product value or even better than competitors' products, consumers will prefer that product or service.

4.2.2. The Influence of Service Quality on Purchasing Decisions

If the t value is determined to be 4.078 > t, the service quality variable is approved. Considering t table 1.668 and a significance degree of 0.00 < 0.05, it can be concluded that H2 is accepted and Ho is rejected. This indicates that service quality (X_2) has a substantial and partial positive influence on the choice to obtain (Y) GrabBike services from Malang. According to Tjiptono's theory (2012), which defines service quality as a dimension of service level that is applied in order to meet customer expectations and provide good service to satisfy consumers, the results of the research above show that service quality influences purchasing decisions.

This research examines tangible (physical evidence), responsiveness, safety and security, consistency, and empathy as indicators of service excellence. When a service quality is good in terms of consumer perception, the stronger the consumer will be in making a decision to use a service. The quality of service here can be exemplified by the condition of the vehicle (motorbike) used which is in good condition (decent and according to standards), the driver has good skills in using maps, picking up customers according to the

estimated time, how to serve customers well, politely, friendly, making consumers feel safe and comfortable, and drivers always maintain consumer safety (not being reckless when driving and obeying traffic regulations). The fact is that customers are more interested in purchasing the GrabBike online transportation service, the more efficient the level of service provided. This shows that when making a choice about what to buy, customers consider the quality of service.

4.2.3. The Effect of Promotions on Purchasing Decisions

If the t value is determined to be 1.994 > t, then the promotion variable is allowed. The ttable result is 1.668 and the sig value. 0.05 < 0.05 indicates that H3 is accepted and H0 is rejected, indicating that promotion (X_3) has a positive and somewhat significant impact on the choice to use GrabBike services in Malang City (Y). In accordance with Lamb's (2001) ideas, promotion is a process where marketers use communication techniques to learn about consumer thinking and to inform and attract potential customers about a product or service.

This investigation uses many variables to measure promotional effectiveness, namely frequency, quality, quantity, timeliness, and delivery. Customers will make huge profits from promotional activities as they get rewards for their purchases. There are many types of promotional actions for this research, such as carrying out sales promotions via YouTube, TikTok, Instagram, banners, etc., giving price cuts or discounts, giving discounts with a long estimated time, large-scale promotions according to certain events, 15% discount on GrabBike, Grab discount for friends saving challenge cashback up to IDR 135,000, GrabBike discount starting from IDR 5,000, and GrabBike discount up to IDR 15,000 for breaking the fast. This will of course attract consumers to use the GrabBike online transportation service.

4.2.4. The Influence of Price, Service Quality, and Promotion on Purchasing Decisions

Considering that the F value for price, service quality and promotion is known to be greater than F Table (34.694 > 2.74), it can be summarized that the Y variable of purchasing decisions (Y) is simultaneously and positively influenced by the independent variable price (X1), service quality (X2), and promotion (X3). The discussion findings show that price, service accessibility, and promotions all influence consumers' purchasing decisions at the same time. This gives credence to Tjiptono's (2017) argument, which states that the decision-making stage known as the purchasing decision occurs when customers actually purchase goods or services. The purchasing decision, also recognized as the final phase in the decision-making process, is considered to be made by the customer based on considerations that differentiate it from other possibilities currently on the market. The research findings are confirmed by previous research by Banjarnahor & Oktavani (2018), showing that the decision to use the Blue Bird taxi service in Bandung City is strongly influenced by price, promotion and service quality factors.

5. Conclusion

The research entitled "The Influence of Price, Service Quality and Promotion on the Decision to Purchase GrabBike Services in Malang City (Study on Students of the Faculty of Administrative Sciences, Islamic University of Malang)" has been completed based on the findings and factors mentioned in chapter 4. Based on the t value, it is calculated as 2.928 > ttable 1.668, and the sig value. 0.00 ≤ 0.05, acceptance of H1 and rejection of Ho on the price variable is made. This indicates that there is a positive and partly significant influence between price (X_1) and purchasing decisions (Y) for GrabBike in Malang City. In other words, prices can increase as customers' purchasing decisions increase.

The service quality variable (X2) is accepted if the calculated t value is 4.078 > ttable 1.668 and the sig. 0.00 ≤ 0.05 indicates that Ho is rejected and H2 is accepted. This means that there is a positive and significant influence, in part, between service quality (X_2) and purchase decisions (Y) of GrabBike services in Malang City. There is a positive and significant partial influence between promotion (X_3) and purchasing decisions (Y) for GrabBike services in Malang City. In other words, if promotions are increased, consumer purchasing decisions can also increase. Promotion is accepted if the calculated t value is 1.994 > t table 1.668 and the sig value. 0.05 ≤ 0.05 indicates that H3 is accepted and H0 is rejected. Thus, it can be concluded that price (X1), service quality (X2), and promotion (X3) simultaneously (positively) influence the dependent variable purchasing decisions

(Y) for GrabBike services in Malang City. It is known that price, service quality and promotion have a calculated F value > F Table (34.694 > 2.74).

For Grab Indonesia Company, several recommendations have been made based on this research. First, to enhance its competitive position, it is suggested to either lower prices or maintain current prices while offering better quality. Second, improving the quality of service is recommended, particularly by speeding up pick-up times for passengers, to elevate the current service quality to a higher standard. Third, it is advised to enhance promotional efforts by extending discount periods, giving users more opportunities to utilize the offered discounts. For further researchers, it is recommended to expand on this research by incorporating different variables to introduce novelty, as well as increasing the sample size and extending the research to larger companies.

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