

The Influence of Price, Promotion, and User Experience on the Decisions of Users of Grab Online Motorcycle Taxi Transportation Services in Makassar City

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Abstract

This study aims to determine the influence of Price, Promotion, and User Experience simultaneously and partially on the Decision to Use Grab Online Motorcycle Taxi Transportation Services in Makassar City. This study used 100 samples, the sampling technique used nonprobability sampling with Purposive sampling. The type of research used is associative, the data collection technique used is a questionnaire. The analysis technique used is Multiple Linear Regression analysis, F Test, T Test, and Determination Coefficient with a significance level of 10%. The results of the study show that. (1) There is an influence of Price, Promotion, and User Experience simultaneously/together on the Decision to Use Grab Online Motorcycle Taxi Transportation Services in Makassar City with an F count of 28,990 > F table 2.14 with a significance level of 0.000 < 0.1. (2) There is a partial influence of Price on the Decision to Use Grab Online Motorcycle Taxi Transportation Services in Makassar City with a t count of 2,659 > t table 1,660. (3) There is a partial influence of Promotion on the Decision to Use Grab Online Motorcycle Taxi Transportation Services in Makassar City with a t-count value of 2.078 > t-table 1.660. (4) There is a partial influence of User Experience on the Decision to Use Grab Online Motorcycle Taxi Transportation Services in Makassar City with a t-count value of 2.036 > t-table 1.660.

Keywords: Price, Promotion, User Experience, Usage Decision

1. Introduction

A usage decision refers to the process by which individuals or groups make choices regarding the use or implementation of a resource, product, technology, or system. This process involves considering how and when something is to be used, as well as the desired impact or outcome of its use. These decisions can encompass factors such as efficiency, necessity, costs, benefits, and risks associated with the use.

Grab is Southeast Asia's leading ride-hailing platform. Grab addresses crucial transportation challenges and enables freedom of movement for 620 million people in Southeast Asia. Starting as a taxi-hailing app in 2012, Grab has expanded its product platform to include car rentals and motorcycle taxis. Grab's services aim to provide drivers and passengers with a transportation alternative that emphasizes speed.

Table I.1 Top Brand Online Motorcycle Taxi

Top Brand	Top Online Motorcycle Taxi Brands (2024)
Gojek	62.00%
Grab	31.60%

Source: Data processed, 2025



From the Top Brand Award table 1 above, it can be seen that Gojek became the most widely used online motorcycle taxi transportation service in 2024, this is reflected in the percentage of Gojek online motorcycle taxi service users which reached 62.00%. The second position is occupied by Grab with a percentage of 31.60% from 2021 to 2024. Grab experienced a decline from 43.50% to 31.60% in 2024. Next, the researcher sought information why Grab experienced such a rapid decline.

2. Literature Review

Buying decision

Purchasing decisions are a process or stage that consumers go through to get to know a product or brand before making a purchasing decision.

According to Tjiptono (2020), "purchasing decisions are a process in which consumers become familiar with a particular product or brand and evaluate how well each alternative can solve their problem, which then leads to a purchasing decision." According to Kotler in (Pujiyanto, 2023:80) "A purchasing decision is a series of steps consumers take before making a decision to purchase a product. Kotler also defines a consumer purchasing decision as the purchasing decision of individual and household end consumers who purchase goods and services for personal consumption."

Factors Influencing Purchasing Decisions

According to Syariffudin in Ramadhan (2024), the factors that influence purchasing decisions are as follows: (1) Product or service. (2) Price. (3) Place. (4) Promotion. (5) People. (6) Process. (7) Physical Evidence.

Purchasing Decision Indicators

Muharam and Soliha (2017) stated that indicators that can measure usage decisions are as follows: (1) Product selection, namely consumers can determine the decision to buy a good or service or use their money for other purposes. (2) Brand selection, namely consumers must be able to determine which brand they want to buy. (3) Distributor selection, namely consumers must be able to determine the service provider they want to visit. (4) Purchase time, namely the consumer's decision in determining when the purchase will be made. (5) Purchase amount, namely the consumer's decision regarding the number of goods or services they want to buy.

Price

According to Mulyah, et al. (2020) "Price refers to the amount of money paid by consumers to obtain a good or service, or the value of money exchanged by consumers in return for the benefits obtained from purchasing or using the product or service." According to Sunyoto (2016). "price is the money charged for a particular product. Companies set prices in a variety of ways."

Price Indicator

According to Adolph (2016) There are four indicators that characterize prices, namely: (1) Price affordability is the consumer's expectation in making a purchase, usually consumers will look for products that are affordable. (2) Price suitability with product quality, in certain products consumers usually do not mind expensive prices, as long as the quality of the product is good. However, consumers also often want products with low prices but good quality. (3) Price competitiveness, usually companies will consider setting the price of a product by looking at the prices given by their competitors, so that the product can compete in the market and consumers often compare the prices of one product with another. (4) Price suitability with

benefits, consumers will first see how big the benefits of the product to be purchased are, if the benefits are many then consumers will buy it, and vice versa if consumers do not feel the benefits of the product they will rethink their purchasing decision. (5) Price can influence consumers in making decisions, when the price does not match the quality and consumers do not feel the benefits of the product or service, consumers will make the decision not to repurchase the product.

Promotion

According to Suryati(2019)"Promotion is a reliable tool to ensure that your target audience follows your offer, believes they will experience the promised benefits, and is inspired to take action," according to Mulyana.(2019)"promotion is the process of communicating useful information about a company or product to influence potential buyers."

Promotion Indicators

Promotion indicators are decreasingMuliyah, et al. (2020)namely: (1) Advertising, is a form of non-personal promotional channel using various media to stimulate purchases. (2) Sales promotion, is one of the company's efforts to encourage purchases or sales of products, one of which is by providing discounts. (3) Public relations, is a company's effort to promote or protect the company's image or products with various programs that have been designed by the company.

User Experience

According to Zare and Mahmoudi(2021)"User experience is a combination of the results of emotional or rational perceptions of customers when interacting either directly or indirectly, customer experience can also be a value of interest in a product for customers which will be an influence on the sustainability of a business so that it can and is able to move forward in the future where a good experience will have a very positive impact on the company in terms of getting loyal customers and also to get its own market". According to Kartajaya (2021) "user experience is a marketing concept that aims to form loyal consumers by touching their emotions and providing a positive feeling towards products and services".

User Experience Indicators

According to Handayani and Zalika(2021)Regarding User Experience, there are 5 (five) indicators of user experience, namely: (1) Five senses, which are a series of stimuli in the human body which can feel and recognize something, whether it is something new or something that happens repeatedly, so that a person can store the memory in his mind which will turn into an experience when it has been experienced. Sense in consumers or users can function to provide an overview or differentiate an existing product or service so that it can gather intentions or motivate a buyer to act in building value in the product or service within the user. (2) Feelings, feelings in humans are a very influential part in any case, with feelings humans can feel an emotion that is in themselves and also with feelings humans can regulate themselves in various things so that when someone has feelings about something it will be able to influence their decision in choosing something and in terms of marketing a seller must be able to get the feelings of consumers or users first because it will be much easier to persuade consumers to buy or use the services they sell and marketers must also be able to influence consumer feelings in a good way so that they will get very good reciprocity by paying attention to consumer emotions. (3) The way of thinking influences the consumer's mind so it will be able to stimulate a person's abilities and desires. (4) Habits are actions or deeds that are done continuously and repeatedly so that a person is used to and memorizes what is done, because it has been done repeatedly and will become an experience for someone in that matter. (5)

Experience in relationships, will greatly influence the user experience factor because experience will become a decision when making a choice.

3. Methods

This type of research is an associative research that intends to determine the relationship or influence of price, promotion, and user experience on the decision to use Grab online motorcycle taxi transportation services in Makassar City. The population in this study are all customers who have used Grab online motorcycle taxi transportation services in Makassar City. The sample used was 100 respondents, sampling using nonprobability sampling with purposive sampling. The data used are primary and secondary data. Data collection methods use interview, questionnaire, and documentation methods. Data analysis (1) Instrument Test: a) validity test, b) reliability test. The analysis techniques used (1) Multiple Linear Regression, (2) Hypothesis Test: a) F Test, b) T Test, and c) Determination Coefficient.

4. Results and Discussion

The Influence of Price, Promotion, and User Experience on the Decision to Use Grab Online Motorcycle Taxi Services in Makassar City. Based on the results of the simultaneous hypothesis test, the hypothesis is accepted, meaning that there is a significant influence of price, promotion, and user experience on the decision to use Grab Online Motorcycle Taxi Services in Makassar City. This can be seen from the results of the F test where the F count value is greater than F table. This result is also proven by the coefficient of determination value which proves that price, promotion, and user experience are able to contribute 45.9% to the ups and downs of usage decisions. This result is in line with the theory stated by Kotler and Keller (2016) in the consumer behavior model, it can be explained that Price, Promotion, and User Experience influence usage decisions.

The Influence of Price on the Decision to Use Grab Online Motorcycle Taxi Services in Makassar City. Based on the results of the partial hypothesis test, it is proven that the hypothesis is accepted, meaning that there is a significant influence of price on the decision to use Grab Online Motorcycle Taxi Services in Makassar City. This means that if the price can be adjusted to consumer desires, it will have a positive impact on the decision to use Grab Online Motorcycle Taxi Services in Makassar City. These results are in line with the theory stated by Pipit Mulyah, et al. (2020) that price refers to the amount of money paid by consumers to obtain a good or service, or the value of money exchanged by consumers in exchange for the benefits obtained from purchasing or using the product or service. Based on the definition above, it can be explained that price influences the decision to use.

The Influence of Promotion on the Decision to Use Grab Online Motorcycle Taxi Services in Makassar City. Based on the results of the partial hypothesis test, it is proven that the hypothesis is accepted, meaning that there is a significant influence of promotion on the decision to use Grab Online Motorcycle Taxi Services in Makassar City. This means that if promotion can be increased, it will have a positive impact on the decision to use Grab Online Motorcycle Taxi Services in Makassar City. These results are in line with the theory stated by Mulyana (2019) that promotion is the process of communicating useful information about a company or product to influence potential buyers. Based on the definition above, it can be explained that promotion influences the decision to use.

The Influence of User Experience on the Decision to Use Grab Online Motorcycle Taxi Services in Makassar City. Based on the results of the partial hypothesis test, it is proven that the hypothesis is accepted, meaning there is a significant influence of user experience on the decision to use Grab Online Motorcycle Taxi Services in Makassar City. This means that if the

experience felt by consumers after using a service is pleasant, consumers will continue to use that service. This result is in line with the theory stated by Zare and Mahmoudi (2021) that user experience is a combination of the results of emotional or rational perceptions of customers when interacting either directly or indirectly. Customer experience can also be an influence on the sustainability of a business so that it can and is able to progress in the future where a good experience will have a very positive impact on the company in terms of gaining loyal customers and also to gain its own market. Based on the definition above, it can be explained that user experience influences the decision to use.

5. Conclusion

There is an influence of Price, Promotion, and User Experience on the Decision to Use Grab online motorcycle taxi services in Makassar City. This can be seen from the results of the F test (table IV.15) that the F count value for each factor tested is $28.990 > F$ table 2.14 this is also strengthened by the F sig level of $0.000 < 0.1$.

There is an influence of Price on the Decision to Use Grab online motorcycle taxi transportation services in Makassar City. This can be seen from the results of the t-test (table IV.16) that the t-value (2.659) $>$ t-table (1.660) with a significance level of t-count (0.009) $<$ t-table (0.1).

There is an influence of Promotion on the Decision to Use Grab online motorcycle taxi services in Makassar City. This can be seen from the results of the t-test (table IV.16) that the t-count value (2.078) $>$ t-table (1.660) with a significance level of t-count (0.040) $<$ t-table (0.1).

There is an influence of User Experience on the Decision to Use Grab online motorcycle taxi services in Makassar City. This can be seen from the results of the t-test (table IV.16) that the t-value (2.036) $>$ t-table (1.660) with a significance level of t-count (0.045) $<$ t-table (0.1).

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