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Factors that Influence Consumer Interest in Choosing Online Transportation Services

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Abstract: Many interests of students of the Faculty of Economics and Business Islamic UIN IB Padang who need and use Online Transportation. To know the influence of prices, services, comfort in choosing online transportation services. This type of research uses quantitative research, which is to analyze data in numbers and process it using statistical techniques. The assumption of quantitative research is that the facts of the object of research have objective reality and that the variables can be identified and their relationships measured. The results obtained from the study can be concluded that of the Adjusted R Square value of 0.221 (41.2%). It can be interpreted that the independent variable (price, service, convenience) is 0.221 (22.1%), while the rest is influenced by other factors not included in this study variable is 0.87.8 (87.8%). From the above t test it can be concluded that the price (X1) has a sig. value (0.039) < (0.05), then partially significant influence on interest in using online transportation services. Services (X2) has a sig value (0.000) < (0.05), then partly has a significant impact on the interest to use online transportation services. Comfort (X3) has sig. (0.619) > (0.05), so partially has a significant effect on the interest in using online transit services. From the F test above it can be inferred that the Price (X1), Service (X2), Comfort simultaneously have an important influence on the value of income sig (0.001) < (0.05).

Keywords: Influence; Consumer Enjoyment; Online Transportation

Abstrak: Banyaknya minat para mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN IB Padang yang membutuhkan dan menggunakan Transportasi Online. Tujuan artikel ini untuk mengetahui pengaruh harga, pelayanan, kenyamanan dalam memilih jasa transportasi online. Jenis penelitian ini menggunakan

penelitian kuantitatif, yakni menganalisis data berupa angka-angka dan diolah menggunakan teknik statistik. Asumsi dari penelitian kuantitatif bahwasanya fakta-fakta dari objek riset memiliki realitas objektif serta variabel-variabel dapat diidentifikasi dan hubungan-hubungannya dapat diukur. Hasil yang diperoleh dari penelitian dapat disimpulkan bahwa dari nilai Adjusted R Square sebesar 0,221 (41,2%). Hal ini dapat diinterpretasikan bahwa variabel independen (harga, pelayanan, kenyamanan) sebesar 0,221 (22,1%), sedangkan sisanya dipengaruhi oleh faktor lain yang tidak termasuk dalam variabel penelitian ini sebesar 0,878 (87,8%). Dari uji t diatas dapat disimpulkan bahwa harga (X1) memiliki nilai sig. (0,039) < (0,05), maka secara parsial berpengaruh signifikan terhadap minat menggunakan jasa transportasi online. Pelayanan (X2) memiliki nilai sig. (0,000) < (0,05), maka secara parsial berpengaruh signifikan terhadap minat menggunakan jasa transportasi online . Kenyamanan (X3) memiliki nilai sig. (0,619) > (0,05), maka secara parsial berpengaruh signifikan terhadap minat menggunakan jasa transportasi online. Dari uji F diatas dapat disimpulkan bahwa Harga (X1), Pelayanan (X2), Kenyamanan secara simultan berpengaruh signifikan terhadap nilai pendapatan sig. (0,001) < (0,05).

Kata Kunci: Pengaruh; Minat Konsumen; Transportasi Online

INTRODUCTION

Currently, Padang City is growing with an increasingly dense population, so transportation has become more sophisticated in the form of *online* transportation. *Online* transportation such as Gojek, Grab and Maxim.¹ For areas with constraints on the provision of public vehicle facilities due to population density, the existence of *online* transportation will help the community, because of the fast journey and cheaper fare. That's why Maxim *online* transportation organized one of Maxim's branches in Padang City.²

Transportation that appears ranging from two-wheeled vehicles to four-wheeled vehicles, one of which is Maxim's *online* transportation service. Maxim *online* transportation services have been around since 2003. Maxim was present in Indonesia around July 2018 when the city that Maxim explored was only around Jakarta with the type of transportation

¹ M Ramanda Fichan and Vonny Tiara Narundana, "Pengaruh Kualitas Pelayanan Dan Keamanan, Terhadap Kepuasan Konsumen Pengguna Ojek Online Di Bandar Lampung," *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi* 1, no. 3 (2022): 635–44, <https://doi.org/10.54443/sinomika.v1i3.328>.

² I Putu Agus Wiradana, Ni Nyoman Satya Widari, and Ni Nyoman Suli Asmara Yanti, "Faktor Penentu Keputusan Konsumen Dalam Memilih Layanan Transportasi Online di Kota Mataram," *Waisya : Jurnal Ekonomi Hindu* 2, no. 1 (2023): 49–59, <https://doi.org/10.53977/jw.v2i1.944>.

and motorcycle booking service through the taxi driver mobile application on the page.³ After that Maxim has entered every region, one of which is Padang City, West Sumatra in October 2019, which has reached 250 drivers in uploads on its official website. The Maxim *online* transportation drivers who are two-wheeled vehicles are 157 people and four-wheeled vehicle drivers on Maxim *online* transportation are 93 people who have used Maxim.⁴ Similarly, Gojek, at the beginning of its operation set its tariff at Rp. 10,000 for all destinations, consumers were busy using gojek services, after the gojek promo ran a new strategy by increasing the price to Rp. 15,000 anywhere with applicable terms and conditions. With rates that are still affordable by consumers, of course consumers are still loyal to use gojek for daily transportation.⁵

The results of an online survey conducted by the Indonesian Consumers Foundation (YLKI) on April 5-16, 2017, this online survey was conducted involving 4,668 respondents to see the main reasons respondents chose to use online transportation. The survey results showed that as many as 84.1 chose online transportation because it was fast and 81.9 chose it because it was fast, also 61.4 chose online transportation because it was safe.⁶ When viewed from the percentage of user interest in using online transportation services as follows:⁷

³ Nadya Uswatun Chasanah, Ashlihah Ashlihah, and Kholis Firmansyah, "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Transportasi Online Gojek (Studi Pada Mahasiswa UNWAHA)," *Izdihar: Jurnal Ekonomi Syariah* 2, no. 1 (2022): 52-72, <https://doi.org/10.32764/izdihar.v2i1.2553>.

⁴ M Fachrurozy, Redyanto Sidi, and T Riza Zarzani, "Kajian Hukum Tanggung Jawab Perusahaan Transportasi Online Terhadap Keselamatan Konsumen," *Legalitas: Jurnal Hukum* 15, no. 1 (2023): 150, <https://doi.org/10.33087/legalitas.v15i1.383>.

⁵ Sumitro Sarkum and Abd. Rasyid Syamsuri, "Peran Transportasi Online Di Masa Pandemi: Studi Kasus Gojek Di Medan," *Jurnal Manajemen Transportasi & Logistik (JMTRANSLOG)* 8, no. 3 (2022): 257, <https://doi.org/10.54324/j.mtl.v8i3.500>.

⁶ Ridha Ashka Tsalisa, Sudharto P Hadi, and Dinalestari Purbawati, "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pengguna Jasa Transportasi Online Maxim Di Kota Semarang," *Jurnal Ilmu Administrasi Bisnis* 11, no. 4 (2022): 822-29, <https://doi.org/10.14710/jiab.2022.35970>.

⁷ Muhammad Faisal Yunas, "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan (Studi Pada Transportasi Online GRAB, Jakarta)," *Ilmu Ekonomi Manajemen Dan Akuntansi* 3, no. 1 (2022): 67-77, <https://doi.org/10.37012/ileka.v3i1.990>.

Table 1: Online Transportation Service Users

Types of Online Transportation	Online Transportation Service Users
GOJEK	50 MILLION +
GRAB	100 MILLION +
MAXIM	10 MILLION +

Source: Yunas, 2022

If you pay attention to the percentage of users of online transportation services from several companies, there is a lot of public interest in using it. This is the same as in Padang City, namely the Faculty of Economics and Islamic Business Students of UIN IB Padang, so many of these residents use online-based transportation services, such as interviews the author conducted with several students of the Faculty of Economics and Islamic Business UIN IB Padang.

Based on the author's observations, it is known that the majority of FEBI UIN IB Pandang students have an interest in using online transportation. When viewed, the difference in tariffs imposed by online transportation companies and public transportation is very much different. The difference in tariffs from the two transportation reaches half the comparison. However, residents choose online transportation on the grounds that online transportation is faster and more practical than public transportation. Students of the Faculty of Economics and Islamic Business at UIN IB Padang, where the author made temporary observations, found that online transportation is a necessity of life in the field of transportation services. On the other hand, online transportation is also needed for shipping goods, and also ordering food. This is what makes students dominant in using online transportation services for their needs in transportation services.⁸

Consumption is the activity of using goods and services to meet the needs of life. Consumption is all the use of goods and services by humans to meet their needs. Goods and services used in the production process are not included in consumption, because these goods and services are not used to meet human needs. ⁹Consumption is generally defined as the use

⁸ Alfira, "Mahasiswa Fakultas Ekonomi Dan Bisnis Islam," 2020.

⁹ Michael James, *Pembangunan Ekonomi Di Dunia Ketiga*, (Jakarta: Ghalia, 2001), 49.

of goods and services that will directly fulfill human needs.¹⁰ In meeting the needs of life, consumers choose the best in their consumption, as well as the price consumed, consumers will choose the cheaper one rather than the expensive one. If you look at consumption in the service sector carried out by these residents, they choose online transportation, even though public transportation is cheaper than online transportation.¹¹

Booking online transportation in the form of Go Ride seems to be needed by consumers, in addition to avoiding traffic jams. Likewise, ordering food, shipping goods, and shopping for the needs of students of the Faculty of Economics and Islamic Business UIN IB Padang looks a lot in using it. This is inseparable from what online transportation does for the needs of consumers. This is the strategy of online transportation, seeing what is needed by consumers at this time influenced by the times.

Consumer interest in choosing online transportation services is an interesting phenomenon that can be studied through various theories. Several theories can explain the factors that influence consumer interest in choosing online transportation services.¹² Consumer Behavior Theory. This theory explains that consumers will choose products or services that provide the highest benefits and value to them. In the context of online transportation, consumers will choose services that offer convenience, safety, comfort, and affordable prices. Expected Utility Theory. This theory explains that consumers will choose the option that provides the most expected results.¹³ In the context of online transportation, consumers will choose services that provide certainty of travel time, ease of ordering, and good service quality.¹⁴

¹⁰ Todaro, *Ekonomi Dalam Pandangan Modern*, ((Jakarta: Bina Aksara, 2002), 2013.

¹¹ Bagas Susetyo and Nur Cahyadi, "Pengaruh Kemudahan Penggunaan, Keamanan Transaksi Dan Online Customer Review Terhadap Keputusan Pembelian Dan Minat Untuk Membeli Sebagai Variable Intervening," *Innovative: Journal Of Social Science Research* 3, no. 3 (2023): 6342–56, <https://doi.org/10.31004/innovative.v3i3.2806>.

¹² Nur Safitri, "Pengaruh Product Placement Terhadap Minat Menggunakan Jasa Transportasi Online Grab: Survei Pada Penonton Yang Berkomentar di Youtube Chanel Indonesian Idol 2018," 2018.

¹³ Faris Ahmad Ghani Ramadhan, "Pengaruh Kemudahan Dan Manfaat Terhadap Sikap Pengguna Yang Berdampak Pada Minat Penggunaan Aplikasi Transportasi Online Grab," 2019.

¹⁴ Ni Ketut Sri Astaty Sukawati, Cokorda Putra Wirasutama, and Deajeng Intan Oktarianingtyas, "Analisis Minat Masyarakat Terhadap Pemilihan Moda Transportasi (Studi Kasus: Taksi Online (Grab) Dan Taksi Konvensional (Blue Bird))," 2021, <https://doi.org/10.47532/JIV.V4I2.314>.

Risk reduction theory. This theory explains that consumers will try to reduce risk in their decision making. In the context of online transportation, consumers will choose services that have a good reputation, trusted drivers, and adequate security systems.¹⁵ Innovation Diffusion Theory. This theory explains how an innovation is adopted by society. In the context of online transportation, this theory explains how consumers start using online transportation services.¹⁶ Motivation Theory. This theory explains what drives consumers to use online transportation services. Factors that can motivate consumers to use online transportation services.¹⁷ Consumer Satisfaction Theory. This theory explains how consumers evaluate and value a product or service. Consumers who are satisfied with online transportation services will be more likely to reuse the service in the future. Consumer Loyalty Theory.¹⁸ This theory explains how consumers build long-term relationships with a company. Consumers who are loyal to an online transportation company will continue to use the service even if there are competitors offering similar services.¹⁹

Consumer interest in choosing online transportation services is influenced by various complex factors. These factors can be explained by various theories, such as consumer behavior theory, expected utility theory, risk reduction theory, innovation diffusion theory, motivation theory, consumer satisfaction theory, and consumer loyalty theory. Understanding these theories can help online transportation companies develop effective strategies to attract and retain consumers.²⁰

¹⁵ Crisna Ellyshera and H. Ariyanto, "Analisis Pengaruh Kualitas Website/Mibile Apps Terhadap Minat Konsumen Dalam Berbelanja Online," 2018.

¹⁶ Iristian Jovi, "Minat Memesan Kembali Jasa Transportasi Online," 2019, <https://doi.org/10.30741/ADV.V3I1.422>.

¹⁷ Yusita Titi Hapsari, "Kepuasan Penumpang Terhadap Kualitas Layanan Aplikasi Online," 2023, <https://doi.org/10.31537/jembe.v1i1.1251>.

¹⁸ Hapsari.

¹⁹ Indah Destya Rany et al., "Konflik Sosial Supir Angkutan Konvensional Dengan Kendaraan Online Di Kota Padang," 2022, <https://doi.org/10.24036/pakar.v20i1.268>.

²⁰ Vania Orva Nur L and Paramita Dewanti, "Pengaruh Tingkat Minat Penelusuran Antar Penyedia Transportasi Online Di Google Trends," 2021, <https://doi.org/10.34123/semnasoffstat.v2021i1.822>.

RESEARCH METHODS

This type of research uses quantitative research. This research was conducted on the campus of Imam Bonjol State Islamic University, Faculty of Economics and Islamic Business, Padang City. Data sources consist of primary data, collected and processed directly from the object.²¹ Primary data in this study is filling out questionnaires by students of State Islamic University, Faculty of Economics and Islamic Business in Padang City. Secondary data is obtained in a finished form, has been collected and processed by other parties, usually already in the form of publications.²² Secondary data in this study were obtained from several books, journals, articles and the internet.

The sampling technique used in this study is to use *accidental sampling* technique, which is a sampling technique by chance, namely, anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person is suitable for the data source.²³ The calculation of the sample size is calculated according to the Slovin formula, namely:

$$\begin{aligned} n &= \frac{N}{1 + \frac{Ne^2}{98}} \\ n &= \frac{N}{1 + 98(e)^2} \\ n &= \frac{N}{1 + 1673(e)^2} \\ n &= \frac{1673}{1 + 1673(0.01)^2} \\ &= \frac{1673}{1 + 16,73} \\ &= \frac{1673}{17,73} = 97,664 = 98 \end{aligned}$$

So, the number of samples in this study based on the results of calculations with the Slovin formula is 98 students of Imam Bonjol Padang State Islamic University, Faculty of Economics and Islamic Business.

²¹ Muhammad, *Metodologi Penelitian Ekonomi Islam Pendekatan Kuantitatif Dilengkapi Contoh-Contoh Aplikasi: Proposal Penelitian Dan Laporrannya*, (Depok: Rajawali Pers, 2013), 161.

²² Sugiyono, *Metode Penelitian Bisnis Pendekatan Kuantitatif Teori Dan Aplikasi Pada Penelitian Bidang Manajemen Dan Ekonomi Islam*, (Jakarta: Kencana, 2017), 73.

²³ Suharsimi Akunto, *Prosedur Penelitian: Suatu Pendekatan Praktek Praktek*, (Jakarta: Bumi Aksara, 2006), 197.

DISCUSSION/RESULTS AND DISCUSSION

Results of Research Data Analysis

Validity and Reliability Test

The *validity test* is a test used to measure whether a questionnaire is valid or not for use in research. A questionnaire is declared valid if the statement on the questionnaire can measure exactly what will be measured. The validity test can be calculated by comparing the calculated R value with the table R value. If the calculated R value (*Corrected Item-Total Correlation* value) > R table (2-sided test with sig. 0.05) then the question instrument is declared valid. Conversely, if the calculated R value (*Corrected Item-Total Correlation* value) < R table (2-sided test with sig. 0.05) then the question instrument is declared invalid. As shown in the following table:

Table 2: Results of the Research Instrument Validity Test

Variables	Question Item	Counter	Rtabel	Description
Price (X1)	Q1	.270	0,2006	Valid
	Q2	.726**	0,2006	Valid
	Q3	.656**	0,2006	Valid
	Q4	.647**	0,2006	Valid
	Q5	.601**	0,2006	Valid
Service (X2)	Q7	.765**	0,2006	Valid
	Q8	.619**	0,2006	Valid
	Q9	.694**	0,2006	Valid
	Q10	.678**	0,2006	Valid
Convenience (X3)	Q11	.765**	0,2006	Valid
	Q12	.619**	0,2006	Valid
	Q13	.694**	0,2006	Valid
	Q14	.678**	0,2006	Valid
	Q15	.825**	0,2006	Valid
Interest in Using Transportation Services (Y)	Q16	.257*	0,2006	Valid
	Q17	.382**	0,2006	Valid
	Q18	.868**	0,2006	Valid
	Q19	.608**	0,2006	Valid
	Q20	.770**	0,2006	Valid

Source: Primary Data, processed 2021.

Based on table 2 above, it is known that all statement items from the variables Price (X1), Service (X2), Convenience (X3) and Interest in Using (Y) are valid. This is known because the r count on the Corrected Item-Total Correlation is greater than the r table, namely 0.200, which means that all statement items are valid and can be used as a reference for further research.

The *reliability test* aims to determine whether the data collection tool basically shows the level of accuracy, accuracy, stability or consistency of the tool in revealing certain symptoms from a group of individuals. The reliability test is used to obtain data in accordance with the measurement objectives. To achieve this, a reliability test was carried out using the Likert Scale. The following table is the result of the reliability test can be seen below.²⁴

Table 3: Reliability Test Results

No.	Variables	Number of Items	Cronbach Alpha	Description
1	Price	5	.605	Reliable
2	Services	5	.764	Reliable
3	Comfort	5	.642	Reliable
4	Interest in Using Online Transportation (Y)	5	.658	Reliable

Source: Primary Data, processed 2021

Based on table 3 above, we can see that the X1 variable is $0.905 > 0.60$, the X2 variable is $0.630 > 0.60$, the X3 variable is $.760 > 0.60$ and the dependent variable (Y) is $0.905 > 0.60$. We can conclude that we can use all variables for all respondents because each variable is reliable.

Assumption Test

To find out how much influence *Work from Home*, Environment, and *Quality of Work Life* have on the Work Productivity of Lecturers at the Faculty of Economics and Islamic Business UIN Imam Bonjol Padang during the Covid-19 pandemic, partial hypothesis testing was carried out on the regression equation. The results of data analysis are assisted by the SPSS application. The results are as follows:

Normality Test

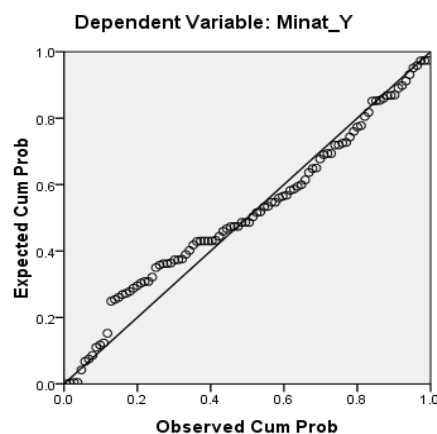
The normality test is carried out to determine whether the data taken in the study comes from a normally distributed population or not. A

²⁴ Akunto.

good regression model is data that is normally distributed or close to normal. Normality testing in this study is through the *normal probability plot* and *One Kolmogorov Smirnov* in the SPSS application program. The results are as follows:

Figure 1: P-plot Normality Test Results

Normal P-P Plot of Regression Standardized Residual



Source: Primary Data, processed 2021

From the picture above, it can be seen that the points spread around the line and follow the diagonal line, so it can be concluded that the data above is normal residual value.

Table 4: Normality Test Results Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.40068790
Most Extreme Differences	Absolute	.123
	Positive	.052
	Negative	-.123
Kolmogorov-Smirnov Z		1.217
Asymp. Sig. (2-tailed)		.103

a. Test distribution is Normal.

Source: Primary Data, processed 2021

Based on table 4 Kolmogorov-Smirnov results in the use of regression, in other words, the requirements for using regression, the data distribution must be normal. With the criteria, if $\text{sig} > 0.05$ then the data is

normal and vice versa if sig <0.05 then the data is spread not normally. Meanwhile, the output table above shows that the significance value is 0.103. Because $0.103 > 0.05$, the data is normal residual value.

Multicollinearity Test

Multicollinearity test can be detected by calculating the multiple coefficients and comparing them with the correlation coefficients between the independent variables. The multicollinearity test is carried out by regression test, with the benchmark VIF (*Variance Inflation Factor*) value and the correlation coefficient between the independent variables. Which the results of this research data show the following

Table 5: Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.193	1.895		3.795	.000		
Price_x1	-.209	.100	-.232	-2.088	.039	.668	1.496
Service_X2	.410	.100	.513	4.095	.000	.527	1.897
Convenience_X3	.052	.104	.062	.499	.619	.535	1.868

a. Dependent Variable: Interest_Y

Source: Primary Data, processed 2021

> From the table above, the results of the tolerance value of variable X1 (Price) obtained $0.668 > 0.1$ and VIF value $1.956 < 10$, X2 (Service) obtained $0.527 > 0.1$ and VIF value $1.897 < 10$, X3 (Comfort) obtained $0.527 > 0.1$ and VIF value $1.868 < 10$. So it can be concluded that there is no multicollinearity in the regression model in this research data.

Heteroscedasticity Test

Heteroscedasticity test is a situation where in the regression model there is an inequality of variance from residuals on one observation to another. This test is carried out with a regression test with a benchmark for the significance value of the independent variable. The tests here are the Glesjer test and *scatterplot*. The results of the study show the following:

Table 6: Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.752	1.318		1.329	.187
Price_x1	-.017	.070	-.031	-.248	.805
Service_X2	.023	.070	.047	.330	.742
Convenience_X3	-.043	.072	-.083	-.588	.558

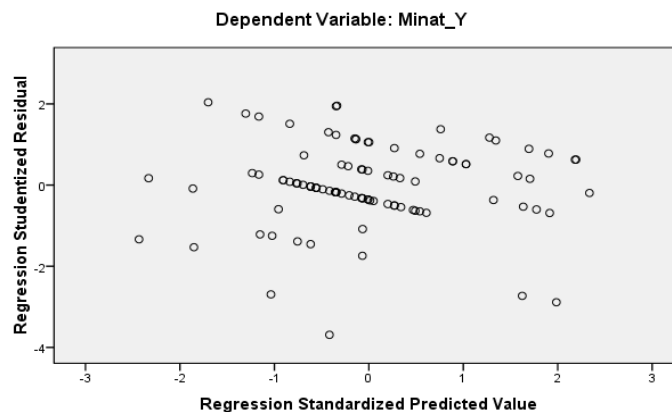
a. Dependent Variable: Abs_Ress

Source: Primary Data, processed 2021

From the table above, it can be seen from the significance value of variable X1 (Price) of $0.805 > 0.05$ and the significance value of variable X2 (Service) of $0.745 > 0.05$, the significance value of variable X3 (Comfort) of $0.558 > 0.05$. So it can be concluded that there is no heteroscedasticity in the regression model. The heteroscedasticity test in this study is also reinforced by the results of the following scatterplot method:

Figure 2: Scatterplot Heteroscedasticity Test Results

Scatterplot



Source: Primary Data, processed 2021

From the picture above, it can be seen that the dots do not form a clear pattern. The dots spread above and below the number 0 on the Y axis so it is concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression

Multiple linear regression analysis to determine the effect of *price, comfort and service* on student interest in the Faculty of Economics and Islamic Business UIN imam bonjol padang. From data processing, the regression results are as follows.

Table 7: Multiple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.193	1.895		3.795	.000
Price_x1	-.209	.100	-.232	-2.088	.039
Service_X2	.410	.100	.513	4.095	.000
Convenience_X3	.052	.104	.062	.499	.619

a. Dependent Variable: Interest_Y

Source: Primary Data, processed 2021

The table above explains the regression equation as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

$$Y = 7.193 + (-0.209) \text{ Price} + 0.410 \text{ Service} + (-0.52) \text{ Convenience} + e$$

From the above equation it can explain that, the constant value of Y (Interest in Using) without the influence of X1 (Price), X2 (Service) and (Convenience) X3 is 7,193. So that the regression equation can explain that :

- The constant value is 7.193 which means that if the variables Price (X1), Service (X2) and Convenience (X3) are considered constant at zero, the interest variable is 7.193.
- The regression coefficient value of X1 (Price) is -0.209, which can be concluded that the interest in using online transportation services is influenced by Price. With a significance value of 0.039 smaller than 0.05 and it can be interpreted that Price has a negative effect on interest in using online transportation services Padang is negative and significant. The higher the price, the lower the interest in using online transportation services.
- The regression coefficient value of X2 (Service) is 0.410, which can be concluded that the interest in using online transportation services is influenced by service. With a significance value of 0.000 smaller than 0.05 and it can be interpreted that service has a positive effect on interest in using online transportation services Padang is positive and

significant. The better the service provided will increase the interest in using online transportation services.

- d. The regression coefficient value of X3 (Convenience) is 0.052 which can be concluded that the interest in using online transportation services is influenced by service. With a significance value of 0.619 greater than 0.05 and it can be interpreted that convenience has a positive effect on interest in using online transportation services Padang is positive and significant. The better the comfort provided will increase the interest in using online transportation services.

Partial t test

The t test aims to determine whether or not the regression coefficient has a significant effect on the dependent variable individually. The following are the results of the t test in this study:

Table 8: Partial t test results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.193	1.895		3.795	.000
Price_x1	-.209	.100	-.232	-2.088	.039
Service_X2	.410	.100	.513	4.095	.000
Convenience_X3	.052	.104	.062	.499	.619

a. Dependent Variable: Interest_Y

Source: Primary Data, processed 2021

Referring to the results obtained from the partial t static test, the following decisions can be made:

- a. Variable X1 (Price). Based on the t test results above, the variable t table value is 1.611 (obtained by finding the df value = $\alpha / 3$; $n-3-1 = 0.05$ 2; $98-3-1 = 94 = 0.025$; 94) and the t value is 2.32. Because the value of t count > t table is $3.246 > 1.611$. So it can be concluded that H0 is rejected, which means that price partially affects the interest in using online transportation. In addition, based on the t significance of 0.000 which is smaller than the α value of 0.05. Then $0.039 < 0.05$, thus H0 is rejected.
- b. Variable X2 (Service). Based on the results of the t test above, the t table value of the service variable is 1.611 (obtained by finding the value of df = $\alpha/3$; $n-3-1 = 0.05$ 2; $98-3-1 = 94 = 0.025$; 94) and the t value

is 4.095. Because the value of $t_{\text{count}} > t_{\text{table}}$ is $4.095 > 1.611$. So it can be concluded that H_0 is rejected, which means that service partially affects the interest in using online transportation. And based on the t significance of 0.000 which is smaller than the α value of 0.05. Then $0.000 < 0.05$ thus H_0 is rejected.

- c. Variable X_3 (Comfort). Based on the results of the t test above, the t table value of the convenience variable is 1.611 (obtained by finding the value of $df = \alpha/3; n-3-1 = 0.05/3; 98-3-1 = 94 = 0.025; 94$) and the t value is 0.499. Because the value of $t_{\text{count}} > t_{\text{table}}$ is $0.499 < 1.611$. So it can be concluded that H_0 is rejected, which means that convenience partially has no significant effect on the interest in using online transportation. And based on the t significance of 0.000 which is smaller than the α value of 0.05. Then $0.615 < 0.05$, thus H_a is rejected.

Simultaneous F Test Results

The F test is used to determine the effect of independent variables together (simultaneously on the dependent variable). The following are the results of the F test in this study:

Table 9: Simultaneous F Test Results

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.183	3	18.061	8.921	.000 ^a
	Residuals	190.307	94	2.025		
	Total	244.490	97			

a. Predictors: (Constant), Convenience_X3, Price_x1, Service_X2

b. Dependent Variable: Interest_Y

Source: Primary Data, processed 2021

Based on the table above, the F_{hitung} value is 8.921 and F_{tabel} is 2.70 ($k; n-k-1 = 3; 94-3-1 = 94 = 2.92$) then, $F_{\text{hitung}} > F_{\text{tabel}}$ is $6.765 > 2.70$. This shows that all independent variables Price, Service and Convenience have a significant effect simultaneously (together) on the interest in using online transportation services. As well as based on a significance of 0.000 which is smaller than the α value of 0.05, then $0.000 < 0.05$ which means that price, service and convenience have a significant effect simultaneously (together) on interest in using services.

Coefficient of Determination

Coefficient of Determination (R^2) The coefficient of determination R^2 measures how far the model's ability to explain the variables of price, service and convenience to the interest in using online transportation

services. That this test is useful for knowing the significance of the independent variables together on the dependent variable. This test uses SPSS 16 as follows:

Table 10: Coefficient of Determination Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.471 ^a	.222	.197	1.42286

a. Predictors: (Constant), Convenience_X3, Price_x1, Service_X2

b. Dependent Variable: Interest_Y

Source: Primary Data, processed 2021

The result of the R Square value is 0.412, meaning that the contribution of the variable price (x1), service (x2) is 22.2% of the interest in using online transportation services. While the remaining 88.2% is influenced by other variables not included in the research the authors conducted.

Discussion of Research Results

Based on the results of statistical tests used using the SPSS application program tool, it states that interest in using online transportation services is influenced by X1 price, X2 service and X3 convenience.

The Effect of Price on Interest in Using Online Transportation Services.

This is evidenced by the regression results of the regression coefficient value of X1 (Price) of 0.209 which can be concluded that is 0.209. With a significance value of 0.039 smaller than 0.05 and it can be interpreted that Price has a positive and significant effect on Interest in Using Online Transportation services. This indicates that price reduces the interest in using online transportation services by 20.9% so that and has a significant effect. The results according to research conducted by Aptaguna, 2016 state that price in this study has an effect on buying interest. This may be due to considering the price. In addition, because the online motorcycle taxi phenomenon is quite new, many customers are interested in using this service because they want a new experience in public transportation. However, price is negatively related to purchase intention. The higher the price of GOJEK GO-ride services, the lower the buying interest in GO-JEK GOride services.²⁵

²⁵ A "Pengaruh Aptaguna, "Pengaruh Kualitas Layanan Dan Harga Terhadap Minat Beli Jasa Go-Jek", Widyakala Volume 3 Maret 2016 ISSN : 2337-7313, h.52" 3 (n.d.): 7313.

The Effect of Service on Interest in Using Online Transportation Services.

This is evidenced by the regression results of the regression coefficient value of X2 (Service) worth 0.410 which can be concluded that it is 0.410. With a significance value of 0.000 smaller than 0.05 and it can be interpreted that service has a positive and significant effect on Interest in Using Online Transportation services. This indicates that the services provided by online transportation increase the interest in using online transportation services by 41.0% so that and have a significant effect. These results are supported by the findings of research conducted by Aptaguna 2016 which states that Service quality affects buying interest GO-JEK type GO-ride has provided excellent service quality such as attributes carried and worn by GO-JEK riders (GOJEK drivers) that are complete such as helmets, masks, headgear (for customers). The motorcycles used by GO-JEK are also comfortable and safe according to the standards set by GO-JEK. GO-JEK drivers are also considered responsive enough to customer requests and know the customer's destination route. GO-JEK drivers are also considered communicative with customers and have empathy in helping and serving customers. These things show that GO-JEK GO-ride services have met the criteria (Physical Evidence), reliability, responsiveness, assurance, and empathy. By improving the quality of service properly, buying interest will be realized.²⁶

The Effect of Convenience on Interest in Using Online Transportation Services

This is evidenced by the regression results of the regression coefficient value of X3 (Convenience) worth 0.052 which can be concluded that is 0.052. With a significance value of 0.615 greater than 0.05 and it can be interpreted that convenience has a positive and insignificant effect on interest in using online transportation services. This indicates that the convenience provided by online transportation increases interest in using online transportation services by 5.2% so that and has a significant effect. These results are reinforced by the findings of research conducted by Dhita Tresiya, 2018 which states that from the regression equation the coefficient value of the influence of convenience on customer satisfaction is 0.504. This means that the convenience variable has a significant effect on customer satisfaction for users of Go-Jek online motorcycle taxi services in Kediri City. These results are in accordance with Kolcaba's (2003)

²⁶ Dhita Tresiya, "Pengaruh Kualitas Pelayanan Dan Kenyamanan Terhadap Kepuasan Konsumen (Studi Pada Perusahaan Jasa Ojek Online Go-Jek Di Kota Kediri)," *JIMEK* 1 (2018): 67.

statement. If there is a feeling of well-being, the comfort felt by consumers has been fulfilled so that consumers will automatically feel satisfied.²⁷

CONCLUSION

Based on the results of data analysis and discussion of the effect of price, service, convenience on interest in using online transportation services, price (X1) has a sig value. $(0.039) < (0.05)$, service (X2) has a sig value. $(0.000) < (0.05)$, convenience (X3) has a sig value. $(0.619) > (0.05)$, From the F test it can be concluded that Price (X1), Service (X2), Convenience simultaneously have a significant effect on interest in using online transportation services with a sig value. $(0,001) < (0,05)$

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²⁷ Tresiya.

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