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The Effect of Social Media , Consumer Trust and E-Service Quality on Purchase Intention of Online Transportation Services

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ABSTRACT

This study aims to analyze the effect of consumer trust, electronic service quality and social media on purchase intentions of online transportation services. The method used in this research is quantitative methods, data collection methods by distributing questionnaires to consumers of Online Transportation Services. The population in this study were consumers of online transportation services in Banten. Methods of data collection through questionnaires distributed electronically using simple random sampling technique. The results of the questionnaire returned were 120 respondents. Based on the results of data analysis, it is concluded that E-Service Quality has a significant effect on purchase intention of online transportation services. Consumer Trust has no effect on the intention to use online transportation services. Social media marketing has a significant effect on the intention to use online transportation services. The novelty of this study is a model of consumer trust, E-service quality, social media marketing and purchase intention of online transportation services. The results of this study can be used as a reference for further research.

Keywords:

Consumer Trust, E-Service Quality, Social Media Marketing, Online Transportation Services

Introduction

According to Sasono et al (2021); Asbari (2020) & Astuti (2020) competition in the business world is getting tighter, making companies always try to find the right and fast strategy in marketing their products. All businesses are required to be able to act quickly and appropriately in the face of competition in a business environment that continues to move dynamically and full of uncertainty. According to Maharsi et al (2021); Kotamena (2020) marketing is an activity which is an important and influential factor for a business in increasing and maintaining its sales. Therefore, a business must have a good strategy in seeing market opportunities as well as existing opportunities, so that the business can continue to increase and be sustained. Technological developments and globalization greatly affect the economic growth of society and make almost all elements of economic activity experience an increase in every activity, including in Indonesia, especially the province of Lampung. Consumers increasingly want a pattern of fulfilling their daily needs effectively and efficiently. According to Maharsi et al (2021); Kotamena (2020) is an increase in the progress of the era with the increasingly rapid features available on smartphones as well as the increase in internet users and the increasing number of online businesses that use social media as a means of making transactions using social media Facebook, BBM, Whatshap, Line, Instagram, and so on. The development of technology and science is increasingly increasing and expanding the field of trade which makes the world without boundaries of space and time so that the level of competition that must be faced by producers engaged in the trading business is also higher. According to Sudarsono et al (2021); Suprapman (2020) The strategy that

must be done is to take advantage of promotion which is an important element in marketing between merchants and consumers in communicating. According to Zaid et al (2021); Sihite (2020) Social Media is a channel or means of social association online where social media users can communicate, interact, and share and build networks that are used by people around the world. Social media is a means for consumers to share text, image, audio, and video information with one another, either between companies or individuals. Social media is content that contains information, created by people who take advantage of publishing technology, very accessible and intended for fellow users and with the general public. Social media is a social structure formed by networks (both individuals and organizations) that are tied to one or more specific types of relationships, including the status of friends, descent, political views, values, visions, ideas, talents or interests. According to Zaid et al (2021); Sihite (2020) communication and human interaction is limited directly or face-to-face, so this is further extended by the presence of social media. The development of social media continues to increase with the increasing number of users. To date, it is estimated that there are more than 200 social media, some of which are Facebook, Twitter, Instagram, Line, and so on. Social media which is the main topic in this research are Facebook and Instagram.

According to Maharsi et al (2021); Kotamena (2020) social media marketing is a form of promoting a variety of business content in various ways to social media users. This activity is carried out to find the right formula for disseminating the information needed to direct business goals and increase sales. According to Sudarsono et al (2021); Suprapman (2020) Consumer purchase interest is heavily influenced by technology. Starting with the advent of Web 2.0 technology, which is a tool that makes it easy for people to create and publish content, share ideas, choose what they like, and recommend things to others. According to Sasono et al (2021); Asbari (2020) & Astuti (2020) Social media marketing or often referred to as social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, remember, and action for brands, businesses, products, people, or other entities and done using tools from the social Web, such as sharing blogging, microblogging, social networking, social bookmarking, and social media content marketing includes specific tactics such as sharing coupons or announcing sales on Facebook or Twitter, or it could include broader brand building initiatives such as communicate with people or create interesting content on a blog, in a video uploaded to YouTube or in a presentation with shared slides. In addition, social media marketing offers a great opportunity for entrepreneurs, small businesses, medium-sized companies, and large companies to build their brands and their businesses. The emergence of social-based internet has influenced consumer behavior where the advent of new media has changed consumer consumption patterns. According to Wardana et al (2021); Novitasari (2020) If in the past consumers tended to act as a passive viewer (only receiving messages applied to them by the media), now consumers are moving towards an active viewer. According to Zaid et al (2021); Sihite (2020) in this active viewer consumption pattern, consumers no longer passively receive messages, but actively seek for themselves the information they want and need about brands / products. Marketing through social media is a form of advertising that uses social media communities where advertisers (producers or brand owners) can directly interact and build dialogue with their consumers.

The rapid development of the times, nowadays various changes and innovations continue to occur. One of them is in the field of communication. Various communication tools have appeared in recent decades and changed the trend of the times into a technological era, especially for

people living in urban areas. The impact of this development also occurs in the mass media. Mass media, which was originally only printed media, is now not only printed media but nowadays one can find mass media in the form of electronic media. Billboards at various crossroads are one proof of the variants of mass media that exist in society. People can get information easily through the help of telecommunications media, especially mobile phones. The existing media is more designed for the convenience of its users. The rapid development of mass media nowadays also increasingly supports community activities in urban areas. According to Soliha et al (2021); Pramono (2020) in the current era of globalization, mass media and social media are the main references for the public in seeking information, or in other words, these two instruments are a means for the public to obtain information. Rivers explained that in essence the media is an extension of the hand and tongue that has the merit of increasing human capacity in developing their social structure. According to Dam et al (2021) and Fatmawati et al (2021) New media by utilizing social media and mass media is generally used by home industry. This is because new media, especially social media, is a place of promotion for companies with less large capital compared to advertising on television or other mass media. One of the characteristics of the current generation is determining everything based on what they see on social media. "Connecting with social media. Facebook is one of the most popular in Indonesia with 15 percent of users followed by Google+ at 12 percent, Twitter at 11 percent and followed by Instagram at 10 percent, marketing experts, product manufacturers, and programmers to sell or promote their merchandise. It is surprising that business people, both large companies, home industry and individuals, always take advantage of new media, especially social media, as part of their marketing strategy. According to Maharsi et al (2021); Kotamena (2020) sales is a process for distributing products produced by companies to consumers in which there is a process of planning, supervision, and direction from management to salespeople in the hope that the company's goals can be achieved. According to Pramono (2021), product sales are the spearhead for the company. According to Dam et al (2021) and Fatmawati et al (2021), the sale of a product can be an entry point for the flow of money earned or commonly referred to as income. From this income, the main goal of the company can be achieved, namely welfare. Therefore sales are wrong. one important thing that must be planned properly so that the company may not get a loss. Various easiness in communication is offered by social media, that what is difficult to do in the real world can easily be done on social media. Wanasida (2021) explains that social media is a collection of interactive platforms on the internet based on web or mobile that involves user-generated content with the main objective being social interaction. The platforms created are interactive, both two-way and more (multi). According to Wardana et al (2021); Novitasari (2020) explains that "social media in the present era is not only an interactive platform but is also used as a business platform. As for the business platform being developed is to improve marketing (marketing) and branding management (brand management).

METHOD

The method used in this research is quantitative methods, data collection methods by distributing questionnaires to consumers of Online Transportation Services. The instrument used to measure all the variables of this study was adapted from (Bogler, 2001), with 5 items for each variable. Each closed question / statement item is given five answer options, namely: strongly agree (SS) score 5, agree (S) score 4, disagree (KS) score 3, disagree (TS) score 2, and strongly disagree (STS)) score 1. The method for processing data is by using PLS and using the SmartPLS version 3.0 software as a tool. The population in this study is the Jabodetabek Online Transportation Services consumers whose numbers have not been identified with certainty. The questionnaire

was distributed electronically using simple random sampling technique. The results of the questionnaire returned were 120 respondents.

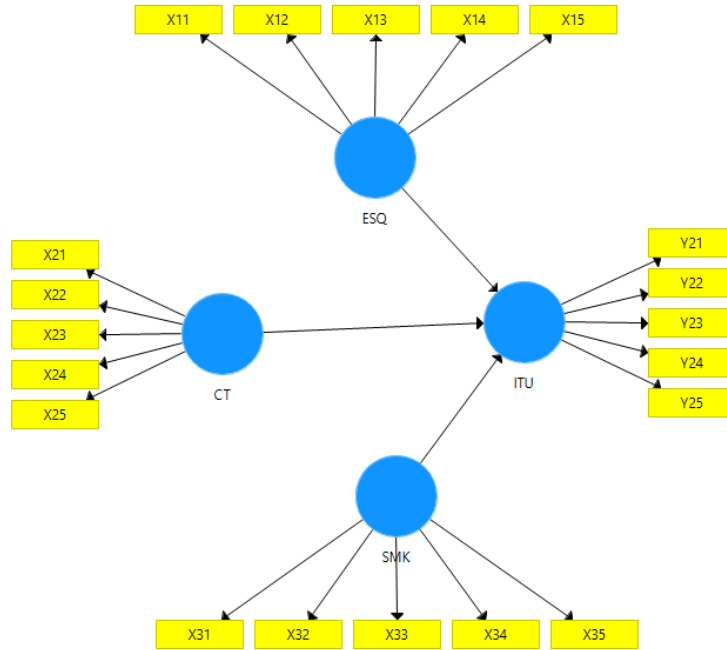


Fig 1. Research Model

Based on the theoretical review and previous research above, the research model as in Figure 1 is compiled by the following research hypothesis:

- H1: E-Service Quality has a significant effect on Intention to purchase Online Transportation Services
- H2: Consumer Trust has a significant effect on Intention to purchase online transportation Services
- H3: Social Media has a significant effect on Intention to purchase online Transportation Services

RESULT AND DISCUSION

Sample Description

Tabel 1. Respondents Profile

Attribute		Total
Age	< 30 Years	44
	30 - 40 Years	26
	> 40 Years	50
Gender	Male	57
	Female	53
Work Periode	< 5 Years	42
	5-10 Years	40
	> 10 Years	38

Test Results of the Validity and Reliability of Research Indicators

The testing phase of the measurement model includes testing for convergent validity, discriminant validity and composite reliability. The results of the PLS analysis can be used to test the research hypothesis if all indicators in the PLS model have met the requirements of convergent validity, discriminant validity and reliability testing. validity test is done by looking at the loading factor value of each indicator against the construct. In most references, a factor weight of 0.5 or more is considered to have sufficiently strong validation to explain latent constructs (Chin, 1998; Hair et al, 2010; Ghozali, 2014). In this study, the minimum limit for the accepted loading factor is 0.5, provided that the AVE value of each construct is > 0.5 (Ghozali, 2014). Based on the estimation results of the PLS model, all indicators have a loading factor value above 0.5 so that the model has met the convergent validity requirements. Apart from looking at the loading factor value of each indicator, convergent validity was also assessed from the AVE value of each construct. The AVE value for each construct of this study is above 0.5. So the convergent validity of this research model has met the requirements. The value of loadings, cronbach's alpha, composite reliability and AVE for each complete construct can be seen in table 2 below:

Table 2. Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CT	1.000	1.000	1.000	1.000
ESQ	0.932	0.923	0.912	0.712
ITU	0.991	0.914	0.912	0.921
SM	0.813	0.912	0.913	0.812

Construct reliability can be assessed from the Cronbach's alpha value and the composite reliability of each construct. The recommended composite reliability and cronbach's alpha value is more than 0.7. (Ghozali, 2014). The reliability test results in Table 2 above show that all constructs have composite reliability and Cronbach's alpha values are greater than 0.7 (> 0.7). In conclusion, all constructs have met the required reliability.

Discriminant validity is done to ensure that each concept of each latent variable is different from other latent variables. The model has good discriminant validity if the AVE square value of each exogenous construct (the value on the diagonal) exceeds the correlation between this construct and other constructs (values below the diagonal) (Ghozali, 2014). The results of discriminant validity testing using the AVE square value, namely by looking at the Fornell-Larcker Criterion Value are obtained as follows:

Table 3. Item Loading and Cross-Loading

	CT	ESQ	ITU	SMK
X11		0.812		
X12		0.813		
X13		0.914		
X14		0.834		
X15		0.812		
X25	1.000			
X33				0.812
X34				0.912

X35				0.913
Y22			0.911	
Y23			0.912	
Y24			0.912	
Y25			0.912	

The results of the discriminant validity test in Table 3 above show that all constructs have a square root value of AVE above the correlation value with other latent constructs (through the Fornell-Larcker criteria) so that it can be concluded that the model has met discriminant validity.

Table 4.Discriminant Validity

	CT	ESQ	ITU	SMK
CT	1.000			
ESQ	0.614	0.886		
ITU	-0.233	0.133	0.991	
SMK	0.036	0.156	0.705	0.909

Hypothesis test

Hypothesis testing in PLS is also known as the inner model test. This test includes a significance test for direct and indirect effects as well as a measurement of the magnitude of the influence of exogenous variables on endogenous variables. To determine the effect of Social Media , Consumer trust and e-Service quality on Purchase Intention of online transportation Services, a direct and indirect effect test is needed. The effect test was performed using the t-statistic test in the partial least squared (PLS) analysis model using the SmartPLS 3.0 software. With the bootstrapping technique, the R Square value and significance test values are obtained as shown in the table below:

Table 5.NilaiR Square

	<i>R Square</i>	<i>R Square Adjusted</i>
ITU	0.70	0.612

Based on Table 5 above, the R Square value is 0.70 which means that the Intention to Use Online Transportation Services variable can be explained by the E-Service Quality, Consumer Trust on and Social Media Marketing variables by 70%, while the remaining 30% is explained by other variables. which was not discussed in this study.

Table 6.Hypotheses Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CT -> ITU	-0.444	-0.424	0.215	2.058	0.041
ESQ -> ITU	0.293	0.263	0.204	1.479	0.144
SMK -> ITU	0.6753	0.712	0.103	6.679	0.000

Meanwhile, Table 6 shows the T Statistics and P-Values which show the influence between the research variables that have been mentioned.

Relationship between E-Service Quality and Intention to Use Online Transportation Services

Based on the results of the analysis in table 6, it is obtained T Statistics of $2.0585 > 1.96$ and P-Values of $0.041 < 0.050$ so that it can be concluded that H1 is accepted, E-Service Quality has a significant effect on Intention to Use Online Transportation Services. An increase in E-Service Quality variables will be followed by an increase in Intention to Use Online Transportation Services and a decrease in the E-Service Quality variable will be followed by a decrease in Intention to Use Online Transportation Services

Consumer Trust Relationship to Intention to Use Online Transportation Services

Based on the results of the analysis in table 6, it is found that T Statistics is $1.479 < 1.96$ and P-Values $0.141 > 0.050$ so it can be concluded that H2 is rejected. Consumer Trust has no effect on Intention to Use Online Transportation Services. The increase in the Consumer Trust variable did not affect the Intention to Use Online Transportation Services variable and the decrease in the Consumer Trust variable did not affect the Intention to Use Online Transportation Services variable

Relationship between Social Media Marketing and Intention to Use Online Transportation Services

Based on the results of the analysis in table 6, it is obtained T Statistics of $6.6797 > 1.96$ and P-Values of $0.000 < 0.050$ so that it can be concluded that H3 is accepted, Social Media Marketing has a significant effect on Intention to Use Online Transportation Services. Consumer Trust Consumer Trust. Increasing the Social Media Marketing variable will increase the Intention to Use Online Transportation Services variable and decrease the E-Service Quality variable will reduce the Intention to Use Online Transportation Services variable.

Online marketing targets people actively selecting or visiting the sites they want to visit as well as what information they will receive about which products and in which condition. According to Wardana et al (2021); Novitasari (2020) building a brand at the brand awareness stage can be done through the use of social media as a marketing medium. Social media as a step to create brand awareness. According to Sasono et al (2021); Asbari (2020) & Astuti (2020) Utilization in the selection of social media is part of the marketing communications carried out by companies. Companies make the most of the use of social media starting from introducing products, prices, and sales locations. Several other studies have also suggested the same thing, that social media is able to create brand awareness Internet and online marketing will replace magazines, newspapers, and even stores as a source of information and purchase). According to Wardana et al (2021); Novitasari (2020) Social media has been used as a means of marketing products or commonly known as social media marketing. Marketing through social media can also have an influence on purchasing decisions, where consumers are influenced by content creation, content sharing, connecting and community building in purchasing decisions. This proves that social media marketing that is done well with the support of the company by approaching consumers through increasing social media marketing is even better, this will improve the structure of consumer purchasing decisions for products. According to Dam et al (2021) and Fatmawati et al (2021) there is a positive influence of brand awareness variables on purchasing decisions, which means that the higher the level of brand awareness, the more purchasing decisions that consumers have related to how consumers recognize a product. certain to have an influence on purchasing decisions. According to Maharsi et al (2021); Kotamena (2020) Social media marketing is able to influence brand awareness, where brand awareness is able to create purchase decisions. As with social media marketing, which is able to influence the emergence of brand awareness, where brand awareness occupies the highest percentage compared to other items studied. Brand

awareness is capable of creating purchasing decisions, as is the case with research that proves that awareness

CONCLUSION

Based on the results of data analysis, it is concluded that E-Service Quality has a significant effect on Intention to Use Online Transportation Services. Consumer Trust has no effect on Intention to Use Online Transportation Services. Social Media Marketing has a significant effect on Intention to Use Online Transportation Services. According to statistical calculations that have been done, it proves that there is a significant influence on the frequency of updating content on consumer loyalty. These results are directly proportional to research conducted by Pramono (2020) which suggests that consumers are loyal to the company if on social media the company is always active in making updates so that engagement with consumers is maintained. On social media, maintain engagement while maintaining a consistent frequency of content updating. On social media, consumers actively comment on services, make complaints, questions about products, provide suggestions, ask how to become partners or support activities organized by the company. From these facts it is evident that by maintaining the frequency of updating content on social media will achieve success in the company. This needs to be supported by updating during prime time, namely the morning before working hours, lunch break time and just before the night break to further improve relations with consumers. The linkages and relationships on profitable campaign variables, relevant content, popular content, and the frequency of updating content on consumer loyalty in online transportation will be explained in the conclusion that there is a joint impact between popular content variables, relevant content, profitable campaigns, and the frequency of updating content on online transportation consumer loyalty. A profitable campaign in social media marketing has a partial influence on online transportation consumer loyalty. Relevant content on social media marketing has no influence on online transportation consumer loyalty. Content that is popular on social media marketing has no influence on online transportation loyalty. The frequency of updating content on social media marketing has a partial effect on consumer loyalty. The results of the multiple linear regression equation conclude that the variable frequency of updating content has the greatest influence on consumer loyalty. This is because the official Instagram account of PT. Gojek Indonesia is actively updating content so that it can maintain relationships with consumers and be able to increase consumer loyalty to the company.

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