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ONLINE PRIVATE TRANSPORTATION BECAME LIFESTYLE TOWARDS THE END OF PANDEMIC

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Abstract:-

This study aims to analyze whether consumers repeat buying unchanged during pandemic towards the end of pandemic. The sample used is online private transportation users in Jakarta. The analytical method used is multiple linear regression analysis. The results of this study indicate that the price and lifestyle variables have a positive and significant effect on rebuy decision, while the promotion variable has no effect on the rebuy decision variable. The results also show a coefficient of determination of 0.487 which indicates that price, promotion, and lifestyle have an effect of 48.7% on the rebuy decision of online transportation and the rest is influenced by other factors outside the study.

Keywords: - *Price, Promotion, Lifestyle, Rebuy decision, Online Transportation.*

INTRODUCTION

Developing countries must be active in carrying out development from all aspects such as economic, social & cultural, political, legal and technological to improve people's welfare. The rapid development of infrastructure in recent years in all cities in Indonesia is considered to have contributed to increasing economic growth in Indonesia. DKI Jakarta is the capital city of the country as well as being the center of the economy in Indonesia. DKI Jakarta as an economic center city makes it an attraction for residents outside DKI Jakarta to live and find work in DKI Jakarta. This makes DKI Jakarta one of the most densely populated cities in Indonesia. The high socio-economic activity in DKI Jakarta has an impact on the surrounding areas such as Bogor, Depok, Tangerang, and Bekasi (Bodetabek). This causes a high flow of population mobility in the areas of Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek). Currently, DKI Jakarta residents have many choices in using transportation facilities such as using Transjakarta, taxis, public transportation, online transportation and other means of transportation. Business competition is something that cannot be avoided. Companies must have a way to win business competition, for example by paying attention to several factors such as service prices / tariffs, promotions, lifestyles of potential consumers, rebuy and other factors.

The high flow of population mobility in the Greater Jakarta area must be supported by good infrastructure and transportation systems. Ease of access and affordable prices make this online application-based transportation favored by residents of DKI Jakarta (Munaf et.al, 2020, Nandi, 2019, Parameswari and Soesilowati, 2019). Companies that offer online private transportation include Gojek and Grab. However, the presence of the company, especially in the field of online motorcycle taxi services and online rental cars with drivers, is still a polemic because it does not have legal certainty in force. During pandemic transporter users prohibit using mass transportation, they using online private transportation (Ariyani, et.al, 2020)

There are several studies that are relevant to the current research. Fakhrudin (2019), Wilis and Nurwulandari (2020), Sugiharto and Renata (2020) the price variable has a positive and significant effect on rebuy decisions. Meanwhile, in Widhiarti's research (2016), the price/tariff variable has an effect but is not significant on rebuy behavior. Based on research by Purnamasari (2015), Murwanti and Pratiwi 2017), Setyaningrum and Wati (2019), promotion variables have a significant effect on rebuy decisions. Based on research by Sauri (2019), Sulaiman et al. (2019), Fajriani and Trenggana (2020), Sianturil, et.al (2019) lifestyle variables have a positive and significant effect on rebuy intention.

Literature review, research model, and hypotheses development
1. Price
According to Tjiptono (2017) price is a monetary unit or other measure including other goods and services that are exchanged in order to obtain ownership rights or use of an item or service. Prices can also be expressed in various terms such as tariffs, premiums, wages and so on. The role of price is very important, especially to maintain and improve the company's position in the market, which is reflected in the company's market share, in addition to increasing sales and company profits (Assauri, 2018). According to Kotler and Armstrong (in Lubis, 2015) there are four indicators that characterize prices, namely (1) Price affordability, (2) Price compatibility with product quality, (3) Price competitiveness, (4) Price compatibility with benefits.

2. Promotion
According to Tjiptono (2017) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. According to Griffin and Elbert (in Wibowo and Silitonga, 2020) the purpose of promotion is to increase sales, while the specific objectives are (1) Providing information, (2) Product positioning, (3) Added value, (4) Controlling sales volume. Companies must determine the right promotion strategy in carrying out their promotional activities, one of which can use a promotion mix. According to Assauri (2018), promotional activities carried out by a company use a reference/promotional mix consisting of (1) Advertising, (2) Personal selling, (3) Sales promotion, (4) Publicity.

3. Lifestyle
According to Sumarwan and Tjiptono (2018), lifestyle is the way a person lives his life, including the products he buys, the way the individual uses the product, what he thinks about himself and how he feels about himself. According to Peter and Olson (in Pamungkas and Guridno, 2019) lifestyle has three indicators, namely (1) Activities, (2) Interests, (3) Opinions.

4. Rebuy/Repurchase
The term rebuy is commonly used in product marketing, while in service marketing it is commonly referred to as rebuy. According to Schiffman and Kanuk (in Nugrahanto et al., 2015) and Puspita and Briliana (2017), and Unjaya and Santoso (2015) rebuy is if a product purchased turns out to be satisfactory or more satisfying than the previous brand, then consumers are willing to rebuy or rebuy indicates a purchase that occurs after the consumer has experience with the product or company. The rebuy indicators used in this study are based on Briliana's (2017) reference, namely (1) Want to continue buying, (2) Most likely will continue to buy, (3) Intend to continue buying.

5. Previous Research

According Fakhrudin's (2019) and Nugroho and Irena (2017) the results show that the price fairness variable has a significant partial effect on rebuy decisions. According Wilis and Nurwulandari (2020), the results of the study show that the price variable has a significant effect on rebuy intention. According Sugiharto and Renata (2020) the results of the study show that the price variable through customer satisfaction as an intervening variable has a significant effect on repeat purchases. Widhiarti (2016) shows that the price variable has an effect but is not significant on community rebuy behavior towards advocates. According Setyaningrum and Wati (2019), the results of the study show that partially and simultaneously the promotion variable has a significant effect on rebuy decisions. According Murwanti and Pratiwi (2017), the results of the study show that partially the promotion variable has a significant effect on rebuy interest. In addition, the promotion variable also has a significant effect on rebuy interest through customer satisfaction as a mediating variable. Purnamasari (2015) research shows that partially and simultaneously promotion variables have a significant effect on rebuy decisions. According Sulaiman et al. (2019) the results of the study show that lifestyle variables have a significant effect on rebuy intention. According Fajriani and Trenggana (2020) the results of the study show that partially e-lifestyle and online promotion variables have a significant effect on rebuy intention. Sauri (2019) and Hsien and Hsuan (2014) shows that price and lifestyle variables partially have a significant effect on rebuy intention.

6. Hypotheses development

The hypothesis is an initial assumption that is still temporary compiled by the researcher which will be proven true after the empirical data is obtained as follows:

1. Wilis and Nurwulandari (2020) showed that the price variable had a significant effect on rebuy intention. In addition, previous research conducted by Sugiharto and Renata (2020) and Yasri, et.al (2020) also showed that the price variable had a significant effect on rebuy. Based on the study above: Hypotheses 1 (H1): Price has a positive effect on rebuy

2. Setyaningrum and Wati (2019) showed that the promotion variable had a significant effect on rebuy decisions. In addition, previous research conducted by Murwanti and Pratiwi (2017) and Liu and Chou (2015) also shows that the promotion variable has a significant effect on rebuy decisions. Based on the study above Hypotheses 2 (H2): Promotion has a positive effect on rebuy

3. Sulaiman et al. (2019) shows that lifestyle variables have a significant effect on rebuy decisions. In addition, previous research conducted by Fajriani and Trenggana (2020) and Panjaitan and Panjaitan (2020) also showed that lifestyle variables had a significant effect on rebuy decisions. Based on the study above Hypotheses 3 (H3): Lifestyle has a positive effect on rebuy.

7. Research method

This study aims to examine the effect of price, promotion and lifestyle variables on decisions to re-use online transportation. This research is a quantitative research. The unit of analysis used in this study is the use of online transportation in the Jakarta area which has re-use or rebuy. The sampling technique was carried out using the incidental sampling method which is a sampling technique based on chance, i.e. anyone who coincidentally/incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source (Sugiyono, 2019). The method of data collection in this study is using the method of distributing questionnaires from social media. The questionnaire used is an optional type to make it easier for respondents to provide answers, because alternative answers have been provided and only require a shorter time to answer. To measure the results of respondents' responses, the Likert scale is used. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a benchmark for compiling instrument items which can be in the form of statements. Validity and reliability test used to test the statements.

Table 1. Validity and reliability test results

Variables	Number of items	Validity test	Reliability test
Price	4	0,773	0,819
Promotion	7	0,778	0,769
Life style	4	0,825	0,813
Rebuy decision	3	0,882	0,872

Test Analysis in this study using multiple linear regression. According to Sugiyono (2017) multiple linear regression analysis is used by researchers, if the researcher intends to predict how the condition of the dependent variable, if two or more independent variables as predictor factors are manipulated. To prove the hypothesis of this study whether the independent variables have an effect on the related variables. Then used the coefficient of determination test, t test and f test. The coefficient of determination was tested with the aim of measuring how far the regression model's ability to explain the dependent variable. According to Ghozali (2018), the t statistic test basically shows how far the influence of one explanatory/independent variable individually in explaining the variation of the dependent variable. The basis for decision making for the proposed hypothesis using t count are:

1) If t count < t table or if sig value > 0.05 then H0 is accepted
2) If t count > t table or if sig value < 0.05 then H1 is accepted

The F statistical test basically shows whether all independent or independent variables, namely price (X1), promotion (X2), and lifestyle (X3) which are included in the model have a joint effect on the dependent variable. The decision criteria in the F test using SPSS are:
1) If the significance value is > 0.05, then H0 is accepted and Ha is rejected, or the independent variable from the linear regression model is unable to explain the related variables.
2) If the significance value is <0.05, then H0 is rejected and Ha is accepted, or the independent variable from the linear regression model is able to explain the dependent variable.

Results and discussion

1. Demographic characteristic of respondents

Table 2. Demographic respondents

Variables	Level	Frequency
Gender	Male	46.2
	Female	53.8
Age	Under 24	39.2
	24 – 29	56.9
	Above 29	3.8
Education	High school	27.7
	Diploma	72.3
Job	Government employee	3.8
	Private employee	48.5
	Student	33.1
	Entrepreneur	14.6
Current domicile	Jakarta	63.1
	Bogor	4.6
	Depok	8.5
	Tangerang	7.3
	Bekasi	15.4

Based on table 2 above, it shows that the most 53.8% gender respondents are female. The most aged respondents between 24-29 years are 56.9%. Respondent education the most diploma degree are 72.3%. Based on this, most of the respondents are private employees are 48.5%. The most respondents who live in Jakarta is 63.1%. Most of the respondents are domiciled in Jakarta are 63.1%

2. Statistics analysis
The normality test aims to test whether the residual value in the regression model is normally distributed or not. The basis for decision making for the p-plot normality test is that the data is said to be normally distributed, if the data or points spread around the diagonal line and follow the direction of the diagonal line. But otherwise the data is said to be not normally distributed, if the data or points spread far from the direction of the line or do not follow the diagonal.
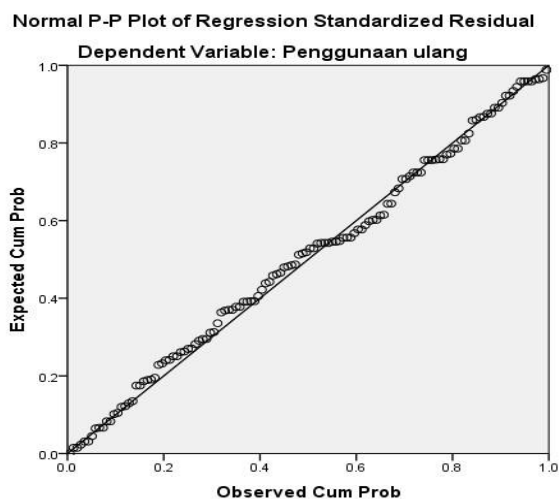
Figure 1. Kolmogorov-Smirnov Test Results

Based on Figure 1 above, the Kolmogorov-Smirnov Test Statistical value is 0.200 with a significance value of 0.05. This means that 0.200 > 0.05 so that the data has been normally distributed.

Autocorrelation test is a statistical analysis conducted to determine whether there is a correlation of variables in the prediction model with changes in time. Therefore, if the assumption of autocorrelation occurs in a prediction model, then the disturbance value is no longer in independent pairs, but in autocorrelation pairs. Meanwhile, if there is no autocorrelation, then the regression equation is said to be good and feasible to be used as a prediction. This autocorrelation test uses a Durbin Watson test (DW test),

Table 3. Autocorrelation Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.706ª	.499	.487	1.73199	1.668

a. Predictors: (Constant), Price, Promotion, Life style
b. Dependent Variable: Rebuy

Based on table 4 above, the Durbin Watson value is 1.668 with a significance table value of 5% and the number of independent variables (k) = 3, then the dL value is 1.667 and the dU value is 1.761. Then it can be determined the value of 4-dL = 2.333 and 4-dU = 2.239. Then it can be concluded that dl < d < du (1.667 < 1.668 < 1.761) then it is cannot be concluded.

Heteroscedasticity test is a test that assesses whether there is an inequality of variance from the residuals for all observations in the linear regression model. In this study, the heteroscedasticity test was carried out using a Scatter Plot.
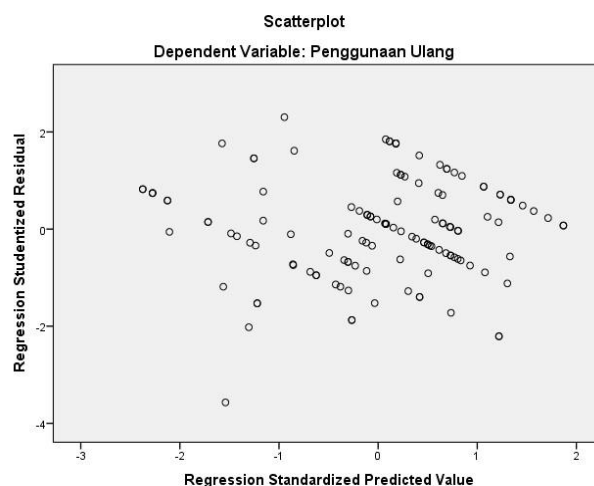
Figure 2. Heteroscedasticity Test Results

Based on Figure 2 above, the results of the image can be concluded that there is no heteroscedasticity because the scatterplot test above does not form a certain pattern.

Multicollinearity test is a situation that shows a strong correlation or relationship between two or more independent variables in a multiple regression model. The presence or absence of multicollinearity can be seen from the tolerance value which is more than 0.1 or VIF which is less than 10.

Table 4. Multicollinearity Test Results

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.427	1.505		-.284	.777		
	Price	.190	.074	.189	2.572	.011	.736	1.358
	Promotion	.066	.048	.092	1.358	.177	.859	1.164
	Life style	.460	.055	.577	8.335	.000	.830	1.205

a. Dependent Variable: Rebuy

Based on table 4 above, it can be explained that the VIF value of the price variable (X1) is 1.358. The VIF value of the promotion variable (X2) is 1.164 and the VIF value of the lifestyle variable (X3) is 1.205, meaning that the VIF value of the three variables is < 10. The tolerance value of the price variable (X1) is 0.736. The tolerance value for the promotion variable (X2) is 0.859 and the tolerance value for the lifestyle variable (X3) is 0.830, meaning the tolerance value is > 0.1. Thus it can be concluded that in this study it is feasible to use because there are no variables that experience multicollinearity.

Multiple linear regression analysis was used to determine whether or not there was an effect of the independent variable (X) on the dependent variable (Y). The independent variables in the study are (price, promotion, and lifestyle) to a dependent variable (rebuy). In performing multiple linear regression analysis calculations.

Table 5. Multiple linear regression test results Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.427	1.505		-.284	.777
	Price	.190	.074	.189	2.572	.011
	Promotion	.066	.048	.092	1.358	.177
	Life style	.460	.055	.577	8.335	.000

a. Dependent Variable: Rebuy (Y)

Based on the linear regression output in table 4, the multiple linear regression analysis model used in this study can be formulated as follows:

$$Y = -0{,}427 + 0{,}190\ X1 + 0{,}066\ X2 + 0{,}460\ X3$$

From the above equation it can be concluded that:
1) The constant (a) is -0.427 which states that if the price (X1), promotion (X2), and lifestyle (X3) variables are considered equal to zero, then the rebuy variable (Y) is -0.427.
2) b1 = 0.190, meaning that if the price variable increases by one unit, the rebuy variable will increase by 0.190 units.
3) b2 = 0.066, meaning that if the promotion variable increases by one unit, the rebuy variable will increase by 0.066 units.
4) b3 = 0.460, meaning that if the lifestyle variable increases by one unit, the rebuy variable will increase by 0.460 units.

The coefficient of determination is tested which aims to measure how far the regression model's ability to explain the dependent variable is. The results of this test can be seen from the value of Adjusted R Square

Table 6. Coefficient of Determination Test Results (R^2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706a	.499	.487	1.73199

a. Predictors: (Constant), Price, Promotion, Life style

Based on the results of the coefficient of determination in table 6 above, the Adjusted R Square value (coefficient of determination) is 0.487, which means that the influence of the independent variable (X) on the dependent variable (Y) is 48.7%.

In this t test, it is useful to test the significance of the regression coefficient, namely whether the independent variable (X) has a significant effect or not. In this t-test shows how far the influence of the independent variable partially on the dependent variable.

Table 7. Partial Test Results (t Test) Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.427	1.505		-.284	.777
	Price	.190	.074	.189	2.572	.011
	Promotion	.066	.048	.092	1.358	.177
	Life style	.460	.055	.577	8.335	.000

a. Dependent Variable: Rebuy (Y)

Based on the results of Table 7 above, it can be interpreted that hypothesis testing is as follows:

1) Hypothesis 1
a) H01: There is no effect of price on the rebuy of online transportation in Jakarta.
b) Ha1: There is an effect of price on the rebuy of online transportation in Jakarta.

The results of the t-test of the price variable on the rebuy of online transportation in Jakarta show the magnitude of t-count is 2.572 > t table 1.657 and shows a significant value of 0.011 <0.05 then the hypothesis Ha1 is accepted and H01 is rejected, meaning that there is an influence between price on the rebuy of online transportation in Jakarta.

2) Hypothesis 2
a) H02: There is no effect of promotion on the rebuy of online transportation in Jakarta.
b) Ha2: There is an effect of promotion on the rebuy of online transportation in Jakarta.

The results of the t-test of the promotion variable on the rebuy of online transportation in Jakarta show the magnitude of t count 1.358 < t table 1.657 and shows a significant value of 0.177 > 0.05 then the hypothesis H01 is accepted and Ha1 is rejected, meaning that there is no influence between promotion on transportation rebuy. online in Jakarta.

3) Hypothesis 3
a) H01: There is no effect of lifestyle on the rebuy of online transportation in Jakarta.
b) Ha1: There is an influence between lifestyle on the rebuy of online transportation in Jakarta.

The results of the t-test of the lifestyle variable on the rebuy of online transportation in Jakarta show the magnitude of t count 8.335 > t table 1.657 and shows a significant value of 0.000 <0.05 then the hypothesis Ha1 is accepted and H01 is rejected, meaning that there is an influence between lifestyle on the rebuy of transportation online in Jakarta.

The F test aims to test the model used to explain the effect of the independent variable.

Table 8. F Test Results (Anova)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	376.094	3	125.365	41.791	.000[b]
	Residual	377.975	126	3.000		
	Total	754.069	129			
a. Dependent Variable: Rebuy						
b. Predictors: (Constant), Price, Promotion, Life style						

Based on the results of the f test in table 8 above, the calculated F value is 41.791 using a 95% confidence level = 5% and the denominator degrees of freedom (n - k) (n is the number of data and k is the number of independent variables) then the results obtained by the value of the F table of 2.68.

Based on the analysis using SPSS, the calculated F value is 41.791 with a significance of 0.000, it can be explained that Ho is rejected and Ha is accepted, because it has a calculated F value of 41.791 > F table 2.68 and a significance value of 0.000 <0.05, meaning that the model used to explain prices, promotions and lifestyle towards the rebuy of online transportation in Jakarta is acceptable.

3. Discussion

Based on the first hypothesis that the price has a positive and significant effect on the rebuy of online transportation in Jakarta. This is in accordance with Fakhrudin (2019), Wilis and Nurwulandari (2020), Mudiantono and Andhike (2019), Vasthi and Antonio (2021), and Sugiharto and Renata (2020). But the results of all these studies are inversely proportional to the results of research from Widhiarti (2016) and Ali and Bhasin (2019).

Based on the second hypothesis, that there is no effect between promotions on the rebuy of online transportation in Jakarta. The results of this study are inversely from Setyaningrum and Wati (2019), Murwanti and Pratiwi (2017), Cipto and Erdiansyah (2020), Lee and Charles (2021), Yohanda, et.al (2019), Filbert and Anthony (2018), Purnamasari (2015), Suryaningsih, et.al (2019), and Saputra, et.al (2020) but not significant.

Based on the third hypothesis, that there is an influence between lifestyle on the rebuy of online transportation in Jakarta. This is the same as Sulaiman et al. (2019), Fajriani and Trenggana (2020), Ahmad, et.al (2010), Nurlaily, et.al (2017), Pasaribu, et.al (2019) and Sauri (2019).

Conclusion

Based on the results of data analysis and discussion that have been described previously, in accordance with the objectives of the study, the following conclusions can be drawn: (1) Based on the results of data analysis, prices show a positive and significant effect on the rebuy of online transportation in Jakarta if management paying attention health facilities. (2) Based on the results of data analysis, it shows that promotion has no effect on the rebuy of online transportation in Jakarta, because consumer need that means of transportation. (3) Based on the results of data analysis, it shows that lifestyle has

a positive and significant effect on the rebuy of online transportation in Jakarta, because that means of transportation made consumer immediately reach their destination.

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