FACTORS INFLUENCING USER INTENTION TO BUY THROUGH MULTI-SERVICE PLATFORM (GOJEK) IN ACEH

BY

ARRIE MUHAMMAD ARIES SHARIEF

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International Islamic University Malaysia

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ABSTRACT

The new era of smartphone mobile applications in Indonesia has been started since the formation of the GOJEK application in 2010, where Gojek became the first super app or multiservice platform to provide more than 20 services. GOJEK is one of the applications that utilizes technological and economic advancements in Indonesia. GOJEK is a company that provides multiple online services such as transportation, delivery of goods and foods. Since 2016, GOJEK has significantly improve Aceh economy and hopefully it will fix many problems that Aceh has been facing so far. Gojek has made positive impact since the beginning and has become an important main role in SMEs, especially in 2020 since the Covid-19 pandemic began to emerge and based on the Demographic Institute of the Faculty of Economics and Business, University of Indonesia (LD FEB UI) the Gojek survey helps buffed the economy for those whose affected by Covid-19, as many as 40 %t SMEs joined Go-food (one of GOJEK service) and 90% are micro scale business. as many as 92% of SMEs says they were able to adapt in pandemic due to GOJEK and almost 50% say they would not be able to survive if they were not part of the Gojek ecosystem. With statement above this study aims to analyze and provide information on what factors that actually influencing user to buy through Multi-Service Platform (GO-JEK) in Aceh in order to find what are those factors that helps SMEs and other micro small-scale business to thrive in this pandemic. In this quantitative study the samples of the study are gathered using a non-probability sampling technique with 95% confidence level and 8% error margin. The data is collected using survey questionnaires through Google Form. In this study the scale is measured using Likert scale. To test the effect of the independent variable with the dependent variable regression linear method is used, where this model using 4 steps in building mediation. These finding provides future evidence supporting current economic and technology innovation on how these 4 variables influencing Use of Multi-Service Platform (GO-JEK) in Aceh.

خلاصة البحث

بدأ العصر الجديد لتطبيقات الهواتف الذكية في إندونيسيا منذ انشاء تطبيق GOJEK في عام 2010، حيث أصبح Gojek أول منصة متعددة الخدمات تقدم أكثر من 20 خدمة. ويعتبر GOJEK أحد التطبيقات التي تستخدم التطورات التكنولوجية والاقتصادية في إندونيسيا، أضف الى ذلك GOJEK شركة تقدم خدمات متعددة عبر الإنترنت مثل النقل والتوصيل وتسليم البضائع والسلع والأغذية. منذ عام 2016، قامت شركة GOJEK بتحسين اقتصاد آتشيه بشكل كبير ونأمل منها أن تحل العديد من المشاكل التي تواجهها آتشيه حتى الآن. لقد أحدث تطبيق Gojek أثرا إيجابيًا منذ البداية وأصبح يلعب دورًا رئيسيًا و مهمًا في الشركات الصغيرة والمتوسطة، لا سيما في عام 2020 منذ أن بدأ وباء Covid-19 في الظهور واستناداً إلى المعهد الديموغرافي لكلية الاقتصاد والأعمال في جامعة إندونيسيا فقد ساعدت الدراسة الاستقصائية التي قام بها المعهد على تطبيق GOJEK ان هذا الأخير ساعد على تحسين الاقتصاد لأولئك الذين تأثروا بـ Covid-19 ، حيث انضم ما يصل إلى 40 ٪ من الشركات الصغيرة والمتوسطة إلى Go-food (إحدى خدمات GOJEK) حيث كانت 90 ٪ منها عبارة من الشركات الصغيرة الحجم. كما ان 92٪ من الشركات الصغيرة والمتوسطة قالوا إنهم تمكنوا على التكيف مع الوباء بسبب تطبيق GOJEK ونحو 50٪ قالوا إنهم لم يكونوا قادرين على البقاء إذا لم يكونوا جزءًا من نظام Gojek الإيكولوجي. من خلال ما ذكر أعلاه ، تهدف هذه الدراسة إلى تحليل وتقديم معلومات حول العوامل التي تؤثر فعليًا على المستخدم للشراء من خلال منصة متعددة الخدمات (GO-JEK) في آتشيه لمساعدة الشركات الصغيرة والمتوسطة وغيرها من الأعمال الصغيرة الحجم على الازدهار في ظل هذا الوباء. في هذه الدراسة الكمية، تم جمع عينات الدراسة باستخدام تقنية أخذ العينات غير الاحتمالية بمستوى ثقة 95٪ وهامش خطأ 8٪. تم جمع البيانات باستخدام استبيانات الدراسات الاستقصائية من خلال نموذج جوجل. في هذه الدراسة تم قياس المقياس باستخدام مقياس ليكرت. ولاختبار تأثير المتغير المستقل باستخدام طريقة الانحدار الخطي المتغير التابع، حيث تم استخدام هذا النموذج باستخدام أربع خطوات في بناء المتوسط. كما تقدم هذه النتائج أدلة مستقبلية تدعم الإبداع الاقتصادي والتكنولوجي الحالي.

APPROVAL PAGE

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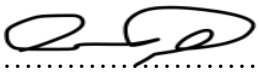

……..
Marini binti Othman
Supervisor

……..
Mira Kartiwi
Co-Supervisor

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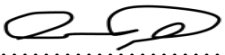

……..
Marini binti Othman
Internal Examiner

……..
Murni binti Mahmud
External Examiner

This dissertation was submitted to the Department of Information Technology and is accepted as a fulfilment of the requirement for the degree of Master of Information Technology.

……..
Nurul Nuha Abdul Molok
Head, Department of Information Technology

This dissertation was submitted to the Kulliyyah of Information and communication Technology and is accepted as a fulfilment of the requirement for the degree of Master of Information Technology

……..
Abdul Wahab Abdul Rahman
Dean, Kulliyyah of Information and communication Technology

DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently. submitted as a whole for any other degrees at IIUM or other institutions.

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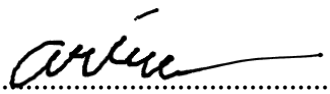
Signature .....  Date .....08-06-2021.....

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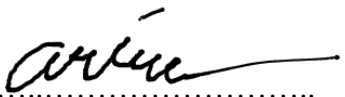

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CHAPTER ONE

INTRODUCTION

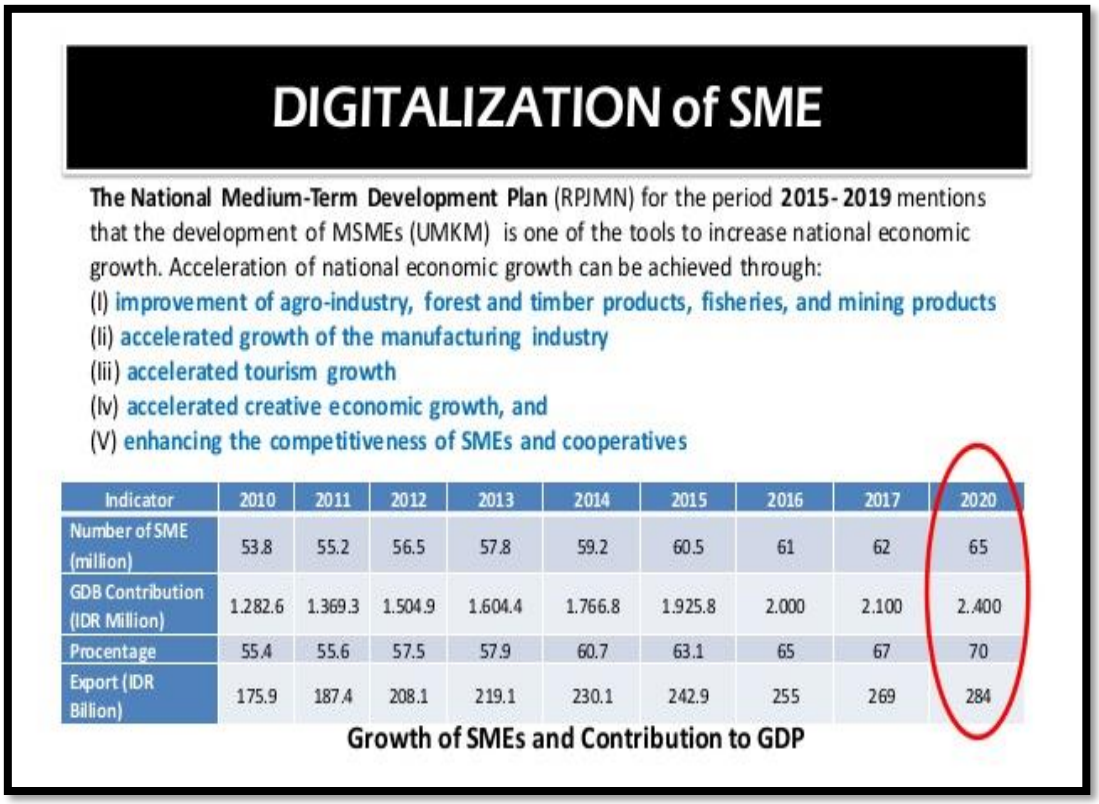
1.1 RESEARCH BACKGROUND

Rapid development of Information Technology has brought us several changes in various aspects of life, one of which is the human lifestyle that has become completely easier with technology. The internet has become the primary source for the public in finding information. Through co-existence of communication technology and the internet, information can be obtained from all corners of the world. According to Zahay & Roberts (2013), the internet is used as a marketing medium that sells and promotes products through electronic media. A multiservice platform is an example of electronic media that can support online services.

Demand on online services via the internet keeps on increasing in Aceh. Online services provide faster and better service for consumers, they do not have to bother driving to do a transaction such as buying or selling services or products. Consumers can now access online stores or services anywhere and anytime through computers or smartphones that have been connected to the internet. This will certainly save consumers efforts in buying and selling (Riswanti, 2015).

Nowadays, small and medium enterprise (SME) have improved with high margin in the process of creating new entrepreneurs, improving the economy in Aceh. SME is rated as the biggest mass economic elements in Aceh and have made a huge contribution in increasing the income, manufacturing products, employment level and a solution to acquisition and poverty. Furthermore, SME is expected to develop rapidly

as technology advances in Digitalization of SME as well as heavily investing in contribution to the Gross National Product (GDP).



Indicator	2010	2011	2012	2013	2014	2015	2016	2017	2020
Number of SME (million)	53.8	55.2	56.5	57.8	59.2	60.5	61	62	65
GDB Contribution (IDR Million)	1.282.6	1.369.3	1.504.9	1.604.4	1.766.8	1.925.8	2.000	2.100	2.400
Procentage	55.4	55.6	57.5	57.9	60.7	63.1	65	67	70
Export (IDR Billion)	175.9	187.4	208.1	219.1	230.1	242.9	255	269	284

Figure 1.1 Digitalization of SME Development (Source: Arijono, Bari. "Indonesia Digital Economic Outlook 2018." *SlideShare*, 25 Jan. 2018, www.slideshare.net/BariBArijono/indonesia-digital-economic-outlook-2018.)

In studying consumer intention to use multi-service platform, we utilized Technology Acceptance Model (TAM) as the theoretical foundation. According to Davis (1986), Technology Acceptance Model is designed to explain on how users use and understand information technology as theory of reasoned action

Technology acceptance model can be used to predict consumer behaviour in e-commerce purchasing decision making and considered as the most commonly used theory in investigating e-commerce usage behaviour (Davis, 1989).

Davis et al. (1989) states technology acceptance model has two external variables namely perceived ease of use, and perceived usefulness that will affect internet technology acceptance. Perceived ease of use is defined as the degree to which users believe that technology or systems can be used easily and free of problems, then perceived usefulness is defined as the level of user trust that using a technology or system will increase performance the user's work. The expert believes that to make a technology acceptable to consumers to want to adopt a technology, the technology must meet the technology acceptance model requirements.

Multiplatform service is considered as one of the most reliable places for conducting business activities. Business activities that utilize this technology are referred to as e-commerce. More precisely, e-commerce is defined as the activity of buying and selling goods or services through electronic networks, generally via the internet.

In Indonesia, multi-service platform and digital payment technology called GO-JEK was established in 2010 as a call center courier delivery and as two-wheeled ride services. By 2015 GOJEK launched its application with three services; Go Ride, Go Send, and Go Mart. Today GOJEK has been developed into a super application, that provides more than 20 services. GOJEK has spread its operation throughout Southeast Asia that includes Vietnam, Singapore, Thailand, and Philippines. A research study reports GOJEK driver’s has significant improvement on quality of life and incomes after joining GOJEK, as shown in figures 2 and 3 below:

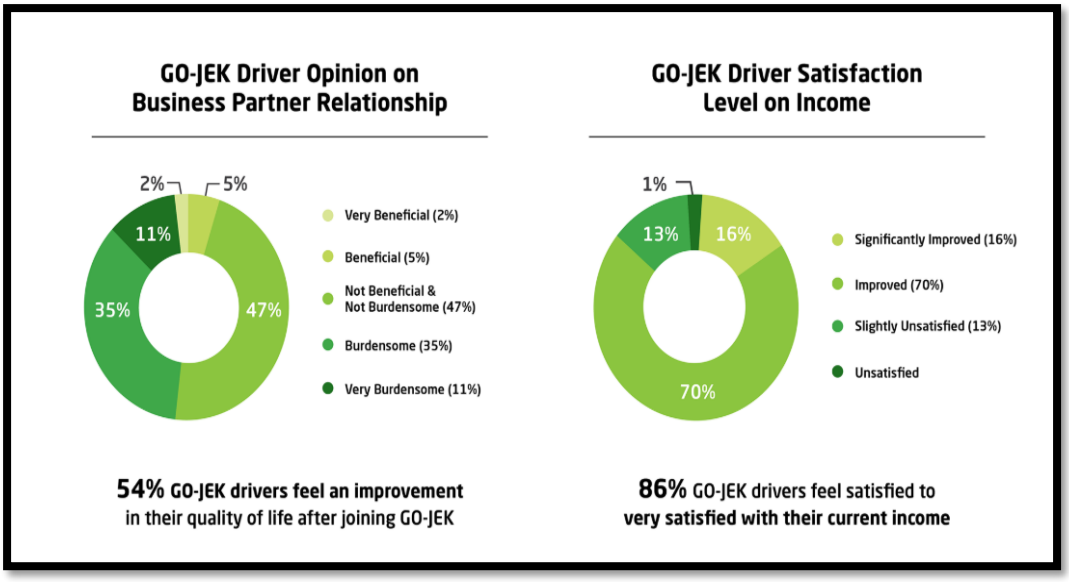


Figure 1.2 GO-JEK Driver Partner Chart (https://medium.com/life-at-go-jek/the-story-behind-1-million-go-jek-drivers-f6fa0d1dc597,2018)

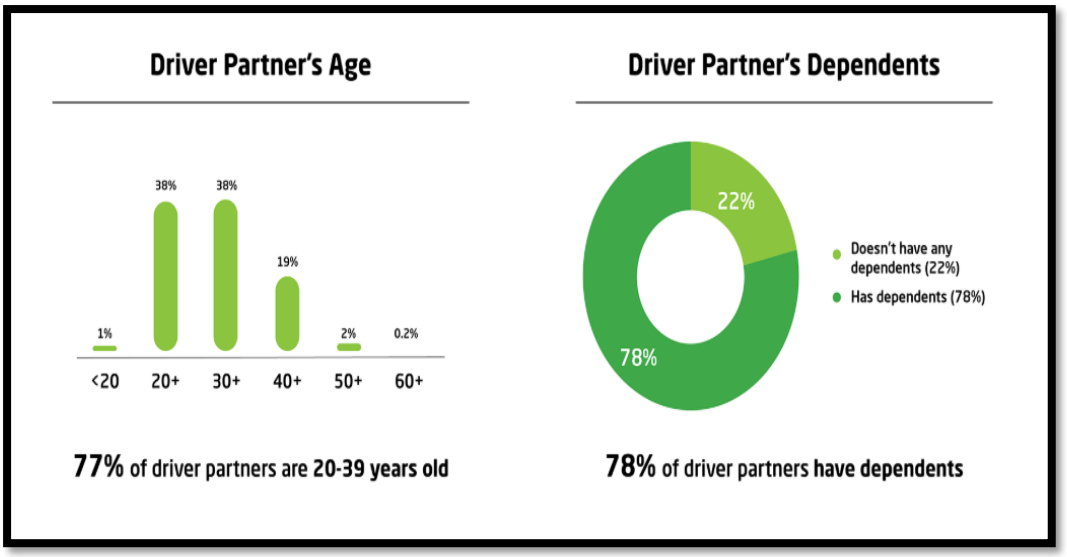


Figure 1.3 GO-JEK economy Growth and Satisfaction Level (https://medium.com/life-at-go-jek/the-story-behind-1-million-go-jek-drivers-f6fa0d1dc597,2018)

1.2 PROBLEM STATEMENT

In Aceh, Smartphone application should be used to get the most benefit includes reducing search time, waiting costs, and easy payment when they are doing an online transaction from this newly smart app called GOJEK.

GOJEK is an application that meet customer daily needs ranging from ride, food delivery, package delivery to paying bills. The process of this online transaction with GOJEK should help optimizing for time-efficiency but also simple enough for everyone to use it.

However, many people in Aceh still have not use this application in efficient way or not using it at all, they are wasting so much time and money just by going to buy food with long queue and traffic jam, the current situation have made Aceh economics' growth getting worst because people flooding the street, food stall, and package delivery office while they should have made use of GOJEK application to tackle some of problem they are facing.

And along with the increasing use of online transportation services based on application that occur not only in the capital city but also in various major cities including Aceh. GOJEK have officially operated in Aceh on 2 August 2017. Initial presence was not immediately booming due to several factors, including economic conditions in the city. Over time GOJEK service was responded positively by the community and became a growing trend and even also attracted the interest of the general public to join this GOJEK service crew.

There is one interesting thing in this phenomenon, it turns out that GOJEK service crew also drive the economy of SMEs, especially those engaged in the culinary sector. At present, GOJEK services have become a trend and even become a mainstay for people in ordering food. But GOJEK is not the only online transportation services,

at least now GOJEK has competitors who are aggressively taking on the market of GOJEK, Grab. They compete to provide the best service for passengers, because customer satisfaction is very important to highlight to win the competition. Even in Aceh, there is a local delivery service that is KAMIANTARAJA who serves whatever daily needs that consumers need in the city of Banda Aceh such as food delivery services, package delivery, motorcycle or taxi service and others. KAMIANTARAJA services are more helping consumers everyday with very affordable tariffs.

As a whole, Aceh can be considered as a new market for multi-service platform. Through various research studies we discovered the huge impact of this platform towards the growth of local economy, and how products and services reach consumers. Although there is a growing interest on GO-JEK, intense competition from the new players might further divide the market shares in this northern Indonesian province. The investigation on the intention to use GOJEK in Aceh provides interesting insights into consumer behaviour, 7 years after this multi-service platform was first introduced in the capital city of Jakarta.

As the market becomes saturated, GOJEK as a disruptive technology seems to continue re-inventing itself through differentiation of products and services, thus further affecting both SME providers and consumers. From a technological perspective, increasing the intrinsic values of GOJEK through the application's usefulness, ease of use and managing its perceived risks may assists the growth of market share. Thus, findings from this study may indicate future directions for e-commerce in Aceh.

1.3 RESEARCH QUESTION

Based on the background of the research stated above, the research question can be formulated by the author as follows:

1. What are the factors that influence consumer attitude toward GOJEK?
2. How is ease of use, usefulness, perceived risk influence consumer attitude toward GOJEK?
3. How is consumer attitude influence the intention to use toward GOJEK?

1.4 RESEARCH OBJECTIVES

The research objectives of this dissertation are:

1. To analyze the effect of factors that influence consumer attitude GOJEK.
2. To analyze the effect of ease of use, usefulness, perceived risk influence consumer attitude toward GOJEK.
3. To analyze the effect of consumer attitude influence the intention to use toward GOJEK.

1.5 ORGANIZATION OF THE STUDY

This study is divided into three chapters which are included as follows:

Chapter 1 describes the research background, problem statement, research questions, research objectives and organization of the study.

Chapter 2 describes literature review and explains the theoretical foundations of the Technology Acceptance Model and Multiservice platform.

Chapter 3 provides the research methodology and finally concludes with the data analysis plan.

Chapter 4 provides research finding result and discussion, consisting characteristic of respondents, instruments and reliability test, classic assumption test, descriptive statistics. Correlation of coefficient and coefficient of determination (R2) and hypothesis testing results.

Chapter 5 is conclusion. Conclusion provides answer for problem statements and other findings.

CHAPTER TWO

LITERATURE REVIEW

1.6 INTRODUCTION

This study investigates the Factors Influencing Use of Multi-Service Platform (GO-JEK) in Aceh. The author has searched some relevant data from previous research which are related to the topic of this research in Multi-service Platform: GOJEK, UBER, GRAB and E-hailing in general. Afterwards previous researches on the Technology Acceptance Model (TAM) are described for understanding consumer acceptance.

1.7 E-HAILING AND MULTISERVICE PLATFORM APPLICATION

E-hailing is an application that gives on-demand mobile service for hailing transportation. Initially, hailing is modeled to fit into the competitive opportunities in marketplace and later e-hailing dynamically shaping marketplace into totally new mobile application competition whereby, people can call a taxi on demand anywhere anytime rather than in one spot (Smith, 2016). The mobile application allows the calculation of taxi fare even before using the hailing services. Ngo (2015) states that Uber application provides better service than conventional taxis by reducing search time, waiting costs, and easy payment by significant, and they are more considered about a disabled passenger.

At present many e-hailing applications such as Grab, Uber and GOJEK have emerged into multiservice platform application due to intense competitions. The multiservice platform application is an application that offers a variety of services to customers using highly innovative technology on multiple mobile platforms including Android and iOS. Multiservice platforms application requires innovative technology to

meet customer daily needs ranging from ride, food delivery, package delivery to paying bills. Technology advancement allow customer to access multiservice platform applications 24 hours availability and accessibility without any obstacles.

The rest of this chapter describes the origins and services of the most popular multi-service platform applications in this region and later tie these applications with the theoretical foundations of TAM.

1.7.1 GOJEK

GOJEK is an application made by PT Aplikasi Karya Anak Bangsa and was first established in Indonesia in 2010 as a call center, GOJEK first offers courier delivery and motorbike ride-hailing services. As it launched in 2015 with 3 services: Go Send, Go Ride, and Go Mart. Today GOJEK has been widely developed into super app that provides more than 20 services (Gojek, 2020).

Based on data released by the GOJEK official website from 2016, GOJEK has partnered with around 200,000 drivers in 10 major cities in Indonesia (GOJEK Indonesia, 2016). In Aceh, GOJEK was released at the end of year 2017, and almost instantly it became the most popular application that offers a variety of services.

1.7.2 Uber

Uber is a mobile application which started as a taxi E-hailing mobile application developed by Travis Kalanick and Garrett M Camp as co-founder and Chief Executive Officer since March 2009 with headquartered in San Francisco, California. The Uber service is now has been operating in over 785 areas around the world (Travis, 2015). The idea of Uber application is to provides request from customer's mobile phone and send it to the closest Uber driver who fulfill the customer criteria. Uber application will

signal the Uber driver shown in GPS map from their smartphone to the pickup location and bring the passenger to reach their destination. The fees will depend on distance between pickup location and destination and the receipt will be produced electronically via notification from Uber application.

1.7.3 Grab

Grab is also one of the most popular taxi E-haling mobile application developed in 2011 by Tallis Gomes, Daniel Cohen, Vinicius Gracia and Marcio William. Grab was originally founded in Malaysia but later moved its headquarters to Singapore. Grab officially operated in 2012, mainly aiming the South East Asian market such as Singapore, Malaysia, Indonesia, Philippines, Vietnam, Thailand, Myanmar, Cambodia and Japan. In the first year of operations, Grab company have more than 5000 driver and around 200,000 downloads but in 2014 it reached 1.2 million downloads (Philip, 2014). Grab has evolved taxi services to be the fastest, safest and largest taxi booking mobile application in Southeast Asia. Smartphone apps usage is predicted to grow furthered in Asia and because of the demand for mobile application service and competition among mobile application developer, this will trigger a massive improvement and innovation each year (GrabTaxi, 2014).

1.8 TECHNOLOGY ACCEPTANCE MODEL (TAM)

A company must meet its needs for information technology in carrying out all its activities, so that the survival of its business is maintained. The existence of the application of information technology carried out by the company will make the company more competitive. This is because information technology will benefit from its sophistication, such as increasing efficiency in recording transactions that occur