# The Effect of Go-pay and Ovo Promotion on Online Transportation Application User Decisions (Case Study in Management Program)

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**ABSTRACT.** Go-pay and Ovo are features of electronic money payment services provided in the Gojek and Grab applications that come as a solution for city people in terms of payments that have high mobility, time constraints, and high needs. The purpose of this research is to find out and measure how Go-pay and Ovo promotion affects the decisions of users of online transportation applications in 7th semester student of management program, Universitas Pamulang. This research uses quantitative descriptive methods that aim to analyze independent variables and dependent variables. The data source is primary data, processing the data using SPSS version 25. The population in this study are parties that are directly related to the activities of using the online motorcycle taxi application and the sample used is 200 respondents in the population. The results of the paired sample t-test show that the promotion on the Go-pay is 59.99 while the Ovo is 91.25, which indicates that the promotion on Ovo is much greater or more effective than the Go-pay promotion. Based on the test results, the coefficient of determination (R square) shows the number 0.420. It means that the relationship between the independent variable (Go-pay) and the dependent variable (user decision) is 42%, while the remaining 58% is influenced by other variables not examined in this study. Meanwhile the coefficient of determination (R square) shows the number 0.569, which means that the relationship between the independent variable (Ovo) and the dependent variable (user decision) is 56.9%, while the remaining 43.1% is influenced by other variables not examined in this study.

***Keywords:*** *Go-pay, Ovo, online transportation application.*

## 1. INTRODUCTION

The advancement of technology and information has encouraged globalization, thus creating opportunities and challenges in all areas of life. This is also the case for the business world, companies that do not have competitiveness will find it difficult to gain market share, because having no competitiveness means having no advantage and no chance to survive in short-term or long-term competition.

In this millennial age, business competition is very difficult to do in both national and international markets. Companies are required to be competent in order to compete and to survive in market competition, including service providers. Service companies are companies whose main purpose is to provide satisfaction to consumers. Various fields offered by service companies, one of which is in the field of transportation.

Transportation is important for the community in supporting various daily activities. Transportation in general consists of land transportation, air transport, and sea transportation. These three types of transportation have their own roles, but it is undeniable that each other supports each other in serving the needs of the community.

Indonesians expect effective and efficient transportation to support their activities and mobility such as to work, school, shop, etc. However, this is considered quite difficult to realize because there are various problems in the field of transportation in Indonesia. The problem, including traffic congestion, is quoted from the conversation (December/2019), “Congestion consumes people's daily time. Take for example in the capital City of Jakarta. Every year, people of Jakarta spend more than 400 hours on the road. Unlike Jakarta, in other cities such as Padang and Yogyakarta, a quarter of their travel time is exhausted amid congestion", inadequate public transport facilities, lack of road user order, limited parking space, use of road bodies for business and parking. This is the cause of the change of conventional transportation system that initially just wait on the street or wait at the stop or terminal. Now transportation users want the convenience of using transportation services without having to always come to the highway, stop or terminal.

Current technological and information advances in line with the development of application-based transportation in Indonesia. The presence of driver online, online taxis or rental cars online, even *bajaj* online today is increasingly popular. Booking transportation using an app that can be downloaded for free via smartphone, each user can order this service from anywhere. The ease of accessing online-based transportation is what is needed as an alternative choice of types of transportation that will be used for people in Indonesia.

Gojek and Grab are one of the largest transportation companies in Indonesia that use online services, namely by using apps that can be downloaded in the Playstore. This online transportation service company is in high demand by the public, this can be seen in table 1 below:

**Table I.** Online Transport App Downloader Data

| No | Name | Amount | Description |
|---|---|---|---|
| 1. | Go-jek | 100 Juta | User-based apps |
| 2. | Grab | 50 Juta | User-based apps |

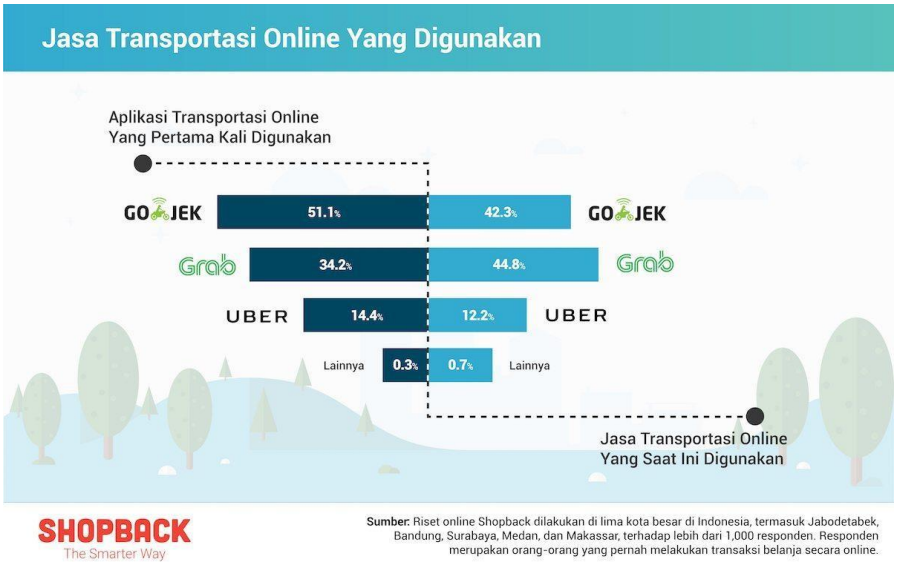


**FIGURE 1**. Online Transportation Services Used

Indonesia also experienced an increase in e-commerce growth which also encouraged businesses to innovate with the technology. Because e-commerce works online, supporting products are also based online. One of them is by developing a cashless payment system in payment transactions or called electronic money (E-payment).

The definition of e-payment is a payment system that uses internet facilities as one of its intermediary means. The e-payment transaction system is done very easily and can be done universally as long as the transaction is in one region of the country. In addition, the security of the transactions will be more maintained. When compared to transactions made in cash or transactions with personal account transfers. The use of time and energy becomes easier and more efficient when using e-payment facilities.

However, it is known that users of electronic money in Indonesia are not much, only about 10%. According to director of PT Visionet Internasional or OVO, Harianto Gunawan admits there are still difficulties in changing people's payment schemes from cash to digital. Noted, since the company was founded, 90 percent of payment transactions are still made in cash. Harianto said that the current cash payment system is still not able to escape from the community, because the community still believes in this payment pattern. In fact, he considers the cash payment system made by the Indonesian people is no different from the countries of China and India (Merdeka.com, Tuesday: 22/1/2019).

"We were similar to China and India five years ago. So the use of digital payment is still lacking. (Then) also challenge we see the trust why cash is still rampant because many people believe cash," he explained. Looking at these conditions, it will work with relevant parties to educate people to switch

and use digital payment schemes (Merdeka.com, Tuesday: 22/1/2019).


**FIGURE 2.** Frequently Used Payment Methods

Payments originally made with cash payments shifted into cashless payments, such as Go-pay and Ovo. However there are some problems related to payment system on online transportation. Today, if making payment in cash is considered more expensive than payment using Go-pay or Ovo as often there is a discount cashback voucher promo ranging from 20% to 40%. Cashback voucher is valid to pay for online transportation such as Gojek, Grab, food, beverages, Gramedia, Optics, to monthly grocery needs. Here's the Go-pay and Ovo promo in August 2019:

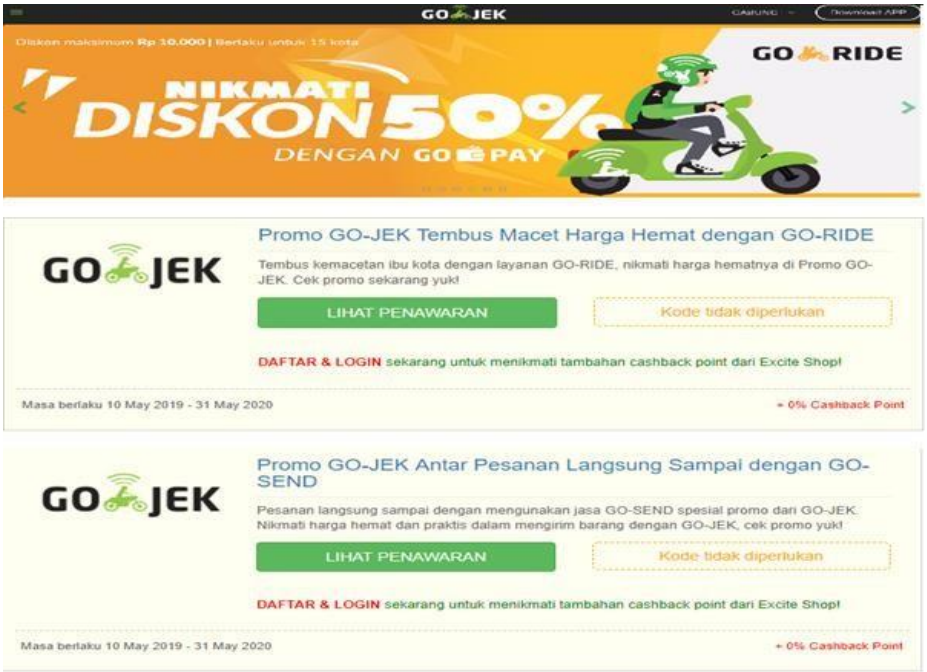


**FIGURE 3.** Go-pay Promo in August 2019


| Kendaraan | Diskon | Cara Bayar | Kode Promo | Kuota |
|---|---|---|---|---|
| Bike / Car / Taxi / Hitch | 70% s.d. 10.000 | Bebas | GRAB4W | |
| GrabBike / GrabCar | Max 25.000 | GrabPay | GRABMANDIRI | 2x |
| GrabBike / GrabCar | 10.000 | Bebas | GBRABFJB | Bebas |
| GrabBike / GrabCar | 60% s.d. 8.000 | GrabPay | GARIBET | 2x |
| GrabBike | Max 7.500 | Bebas | DISKONGRABBIKE | 8x |
| GrabBike | Max 7.500 | GrabPay | LEBIHIRITGP | 10x |
| GrabBike | 6.000 | Bebas | GBSENANG | 15x |
| GrabCar / GrabTaxi | Max 20.000 | Bebas | REJEKIGC | 2x / hari |
| GrabHitch Car | 50% s.d. 25.000 | Bebas | HITCHCAR | |
| GrabHitch Bike | 50% s.d. 5.000 | Bebas | NEBENG | 5x |

Perbandingan Kode Promo GRAB • Sikatabis.com

**FIGURE 4.** Ovo Promo in August 2019

By looking at the promotions given Go-pay and Ovo, different cashback, discounts or promotions are given. This resulted in price competition between Go-pay and Ovo as price became one of the considerations of consumers in the decision to use online transport apps. What consumers then consider next is the product, how the quality of the product they buy after trying. In addition, with the rapid growth of products, it is inevitable that the constraints that occur in the use of products will have impact on usage interests and the number of similar products from other competing companies. This attracts authors to further examine how much influence promotion has on decisions on the use of online transport apps. Based on the background of the issues outlined above, the authors limit the discussion of the issues to be reviewed as follows: the effect of Go-pay promotion and Ovo on the decisions of users of online transportation applications in student of management program.

## 2. METHODS

### *2.1 Scope of Research*

Based on the problems, the independent variable in this study is promotion. This research was conducted to test the relationship between these independent variables and dependent variables that are the decisions of users of online transportation applications.

#### *2.1.1 Research Site*

The research site was at Universitas Pamulang, which is located at Jl. Surya Kencana No.1, Pamulang Barat., Kec. Pamulang, South Tangerang City, Banten 15417.

#### *2.1.2 Research Time*

This research conducted within approximately 6 (six) months since the signing of the research agreement contract. This research is carried out gradually taken with surveys ranging from introduction, application of permits, consultation, and creation of questionnaires and data processing.

#### *2.1.3 Nature of Research*

This research uses quantitative research methods. Quantitative research emphasizes its analysis of numerical data (numbers) processed by statistical methods. Basically quantitative research is carried out on inferential research (in the framework of hypothetical testing) and based the conclusion of the result on a probability of error rejection of the nil hypothesis. With quantitative methods, there will be the significance of group differences or signification of inter variable relationships studied. In general quantitative research is a large sample study. Quantitative research is a study based on the philosophy of positivism which is valid science, science built from empirical, observed measured, using mathematical logic and making generalizations on average. In terms of objectives, quantitative research is usually used to test a theory, present a fact or describe statistics, show inter variable relationships and some develop concepts, develop understanding, or describe many things.

### *2.2 Population*

According to Sugiyono (2015:148), "population is a generalized region consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions". This the population in this study is parties directly related to the activities of the use

of online motorcycle taxi applications of 7th semester students in management program Universitas Pamulang.

## *2.3 Sample*

According to Sugiyono (2015:149), "samples are part of the number and characteristics of the population". If the population is large, and researchers are unlikely to study everything in the population, for example because of the slashing of funds, energy, and time, then researchers can use samples from that population. Sampling used in this study using Purposive Sampling techniques. Purposive Sampling method where samples are taken based on the subjective considerations of researchers.

Requirements created as criteria must be met as samples. So the basis of consideration is determined individually by the researcher, and the samples taken in purposive sampling were:

- Active students majoring in Management (7th semester)
- Students majoring in Management who use online motorcycle taxi transportation services at least twice.

Due to the large population of more than 2000 people and time constraints, then the number of samples taken by 200 respondents is contained in that population. Arikunto (2013: 62) states that "Just in case the subject is less than 100, it is better taken all so that the research is population research. Furthermore, if the number of subjects is large it can be taken 10%-15% or 20%- 25% or more."

## *2.4 Data Collection Techniques*

In a study, researchers are required to master data collection techniques so as to produce data relevant to the study. According to Arikunto (2010:172) the source of the research data is the subject from which the data can be obtained. This research uses descriptive quantitative research methods. According to Sugiyono (2010:193) the data collected for this study is divided into two groups, primary and secondary data.

## *2.5 Primary Data*

According to Sugiyono (2015:308) "the primary source is the data source that directly provides data to the data collection". Primary data collection is done in the following ways:

### *2.5.1 Questionnaire*

According to Sugiyono (2015:142) "questionnaires are an efficient data collection technique if researchers know who the variables will be measured with and know what to expect from respondents". In this study, questionnaires were made in the form of statements in which each answer referred to the Likert scale. The classification of answers is as follows.

**TABLE II.** Likert Scale

| Jawaban Kuesioner | Skor/Nilai |
|---|---|
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

To determine the scale range of each subsequently measured variable can be set intervals to provide the interpretation obtained, i.e. as follows.

**TABLE III.** Scale Range Criteria

| **Rentang Skala** | **Kriteria** |
|---|---|
| 1,00 – 1,79 | Sangat Tidak Setuju/Sangat Tidak Baik |
| 1,80 – 2,59 | Tidak Setuju/Tidak Baik |
| 2,60 – 3,39 | Kurang Setuju/Kurang Baik |
| 3,40 – 419 | Setuju/Baik |
| 4,20 – 5,00 | Sangat Setuju/Sangat Baik |

### *2.5.2 Observation*

According to Sutrisno Hadi in Sugiyono (2016:196) said that observation is a complex process composed of various biological and psychological. Two of the most important are the processes of observation and memory. Observation is done by conducting observations and research direct observations related to the decision of users of online transportation applications.

### *2.5.3 Literature*

According to Sugiyono (2010:203) literature research was conducted to obtain the data support the problem. This data is obtained from books (literature), lecture notes as well as other research-related sources that can provide information related to the topic.

### *2.6 Secondary Data*

According to Sugiyono (2015:308) "secondary data is data obtained indirectly providing data to the collection of data, e.g. others or documents". It can briefly be said that secondary data is data that has been collected by other parties. Secondary data on this study was obtained from library studies through books, journals, articles, internet sites and other literature related to the problems in this study.

## 3. RESULT AND DISCUSSION

Respondents in this study are consumers who have used online motorcycle taxi services at least twice. From the total number of questionnaires, 200 questionnaires were used for data analysis. The reason is because consumers at this level have sufficient views and knowledge in providing an evaluation of the promotions and benefits presented by the Online Transportation Application. As for the characteristics of the respondents consisted of: gender, age, occupation, and income of the respondents who participated in this study. The characteristics of each respondent can be seen in the following tables:

**TABLE IV.** Respondent Gender

| No. | Gender | Total | Persentase |
|---|---|---|---|
| 1 | Male | 78 | 39% |
| 2 | Female | 122 | 61% |
| **Total** | | **200** | **100%** |

From table 4.1 it can be explained that for male respondents as many as 78 people from a total of 200 respondents or 39% of the total respondents, and for female respondents as many as 122 people from a total of 200 respondents or 61% of the total respondents.

TABLE V. Respondent Age

| No. | Age | Total | Percentage |
|---|---|---|---|
| 1 | 18-25 Years | 188 | 94% |
| 2 | 26-35 Years | 11 | 5.5% |
| 3 | 36-45 years | 1 | 0.5% |
| 4 | > 45 Years | 0 | 0 |
| **Total** | | **200** | **100%** |

Based on table 4.2, it can be described for respondents from the 18-25 year age group as many as 188 or about 94%. For the age level 26-35 years there are 11 people or about 5.5%. For the age level 36-45 years as much as 1 or about 0.5%. For the age level> 45 years as many as 0 people, meaning that out of 200 respondents, none of the respondents were more than 45 years old.

**TABLE VI.** Respondents Education Level

| No. | Level of education | Total | Percentage |
|---|---|---|---|
| 1 | High school | 193 | 96.5% |
| 2 | Diploma | 1 | 0.5% |
| 3 | S1 | 6 | 3% |
| **Total** | | **200** | **100%** |

Based on table 4.3, it can be seen that the average education level of the 7th (seventh) semester students is mostly high school, namely 193 people or 96.5%, then Diploma graduates are 1 person or 0.5%. And there are 6 graduates of Strata-1 (S1) from a total of 200 respondents.

**TABLE VII.** Respondents' Income

| No. | Income | Total | Percentage |
|---|---|---|---|
| 1 | Income <1 million | 79 | 39.5% |
| 2 | Income 1 - 2 million | 24 | 12% |
| 3 | Income of 2 - 3 million | 39 | 19.5% |
| 4 | Income> 3 million | 58 | 29% |
| **Total** | | 200 | 100% |

Table 4.4 shows that respondents based on income <1 million are 79 people or 39.5%, income 1 – 2 million are 24 people or 12%, income 2 - 3 million are 39 people or 19.5% and for income> 3 million as many as 58 people or 29%.

### *3.1 Validity test*

To process the validity results, researchers used the SPSS version 25 program. According to Sugiyono (2015: 178) the minimum requirements for an item are considered valid with the following criteria:

a. If Cronbach Alpha> 0.30 then the instrument is valid
b. If Cronbach Alpha <0.30 then the instrument is invalid

**TABLE VIII.** Test Results of The Validity Of Go-Pay And Ovo Promotions On Online Transportation Application User Decisions

| Variabel | Indikator | Item | Cronbach Alpha (Go-pay) | Standar *Cronbach Alpha (Go-pay)* | Hasil Uji | Cronbach Alpha (Ovo) | Standar *Cronbach Alpha (Ovo)* | Hasil Uji |
|---|---|---|---|---|---|---|---|---|
| Promosi (X) | *Personal Selling* | 1 | 0.891 | 0,30 | Valid | 0.935 | 0,30 | Valid |
| | | 2 | 0.898 | 0,30 | Valid | 0.932 | 0,30 | Valid |
| | | 3 | 0.883 | 0,30 | Valid | 0.926 | 0,30 | Valid |
| | *Advertising* | 1 | 0.879 | 0,30 | Valid | 0.928 | 0,30 | Valid |
| | | 2 | 0.885 | 0,30 | Valid | 0.928 | 0,30 | Valid |
| | | 3 | 0.877 | 0,30 | Valid | 0.926 | 0,30 | Valid |
| | *Sales Promotion* | 1 | 0.885 | 0,30 | Valid | 0.932 | 0,30 | Valid |
| | | 2 | 0.884 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | | 3 | 0.885 | 0,30 | Valid | 0.93 | 0,30 | Valid |
| | *Direct Marketing* | 1 | 0.882 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | | 2 | 0.88 | 0,30 | Valid | 0.93 | 0,30 | Valid |
| | | 3 | 0.874 | 0,30 | Valid | 0.926 | 0,30 | Valid |
| | *Public Relation* | 1 | 0.878 | 0,30 | Valid | 0.929 | 0,30 | Valid |
| | | 2 | 0.879 | 0,30 | Valid | 0.929 | 0,30 | Valid |
| | | 3 | 0.883 | 0,30 | Valid | 0.928 | 0,30 | Valid |
| Keputusan Pengguna (Y) | Pengenalan Masalah | 1 | 0.916 | 0,30 | Valid | 0.933 | 0,30 | Valid |
| | | 2 | 0.92 | 0,30 | Valid | 0.936 | 0,30 | Valid |
| | | 3 | 0.919 | 0,30 | Valid | 0.932 | 0,30 | Valid |
| | | 4 | 0.916 | 0,30 | Valid | 0.934 | 0,30 | Valid |
| | Pencarian Informasi | 1 | 0.915 | 0,30 | Valid | 0.933 | 0,30 | Valid |
| | | 2 | 0.915 | 0,30 | Valid | 0.932 | 0,30 | Valid |
| | | 3 | 0.911 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | | 4 | 0.913 | 0,30 | Valid | 0.932 | 0,30 | Valid |
| | | 5 | 0.915 | 0,30 | Valid | 0.933 | 0,30 | Valid |
| | Evaluasi Alternatif | 1 | 0.912 | 0,30 | Valid | 0.932 | 0,30 | Valid |
| | | 2 | 0.914 | 0,30 | Valid | 0.932 | 0,30 | Valid |
| | | 3 | 0.913 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | | 4 | 0.913 | 0,30 | Valid | 0.934 | 0,30 | Valid |
| | | 5 | 0.911 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | Keputusan Pembelian | 1 | 0.912 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | | 2 | 0.911 | 0,30 | Valid | 0.93 | 0,30 | Valid |
| | | 3 | 0.913 | 0,30 | Valid | 0.933 | 0,30 | Valid |
| | | 4 | 0.912 | 0,30 | Valid | 0.933 | 0,30 | Valid |
| | | 5 | 0.913 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | Perilaku Pasca Pembelian | 1 | 0.913 | 0,30 | Valid | 0.931 | 0,30 | Valid |
| | | 2 | 0.915 | 0,30 | Valid | 0.933 | 0,30 | Valid |
| | | 3 | 0.921 | 0,30 | Valid | 0.939 | 0,30 | Valid |
| | | 4 | 0.92 | 0,30 | Valid | 0.94 | 0,30 | Valid |

Based on the data table 4.5 above, it shows that the promotion variable (X) and the decision of the online transportation application user (Y) have valid criteria for all questionnaire items. Obtained Cronbach Alpha value is greater than 0.30, which means that all questionnaire items are declared valid. So, the questionnaire is appropriate to be processed as research data.

## *3.2 Reliability Test*

According to Imam Ghozali (2016: 88) testing the reliability of a research variable is said to be reliable if it meets the following criteria:

a. If Cronbach Alpha> 0.60 then the instrument is reliable
b. If Cronbach Alpha <0.60 then the instrument is not reliable

The results of the reliability test in this study were conducted using SPSS version 25 software.

**TABLE IX.** Reliability Test Results

| No. | Variable | *Cronbach Alpha* | Cronbach Alpha Standard | Ket |
|---|---|---|---|---|
| 1. | Go-pay Promotion (X) | 0.890 | 0.60 | Reliable |

| No. | Variable | *Cronbach Alpha* | Cronbach Alpha Standard | Ket |
|---|---|---|---|---|
| 2. | Ovo Promotion (X) | 0.918 | 0.60 | Reliable |
| 3. | Go-pay User Decision (Y) | 0.934 | 0.60 | Reliable |
| 4. | Ovo User Decision (Y) | 0.936 | 0.60 | Reliable |

It can be seen from table 4.6 that all the variables tested were declared reliable, because the results of Cronbach alpha were greater than the standard Cronbach alpha.

### *3.3 Normality test*

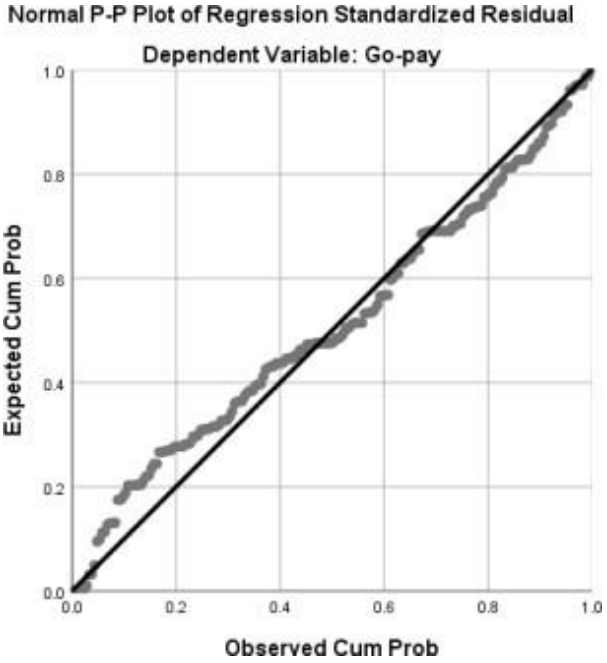


**FIGURE 5**. Pp plot go-pay normality test

Residual Point Spread Diagram in Figure 4.1 shows that the normal probability plot graph shows a normal graphic pattern. From the distribution image that follows the diagonal line, it is concluded that the regression model is feasible because it meets the assumption of normality.

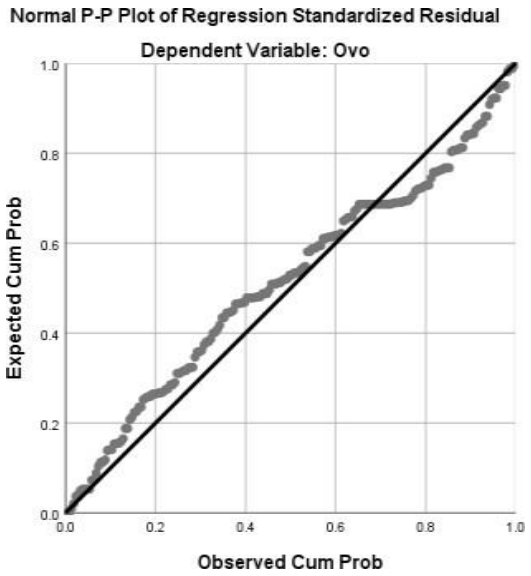


**FIGURE 6.** PP Plot Ovo Normality Test

Residual Point Spread Diagram in Figure 4.2 shows that the normal probability plot graph shows a normal graphic pattern. From the distribution image that follows the diagonal line, it is concluded that the regression model is feasible because it meets the assumption of normality.

### *3.4 Multicollinearity Test*

From the results of the SPSS version 25 output in table 4.7, it is known that the tolerance value for the Go-pay promotion is 1,000, which is greater than 0.10. Meanwhile, the VIF value on the Go-pay promotion variable is 1,000 or less than 10.00 so that in this study it can be concluded that there is no multicollinearity.

**TABLE X.** Multicollinearity Test Results

| Coefficientsa | | | |
|---|---|---|---|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| | (Constant) | | |
| | romotion Go-pay | 1,000 | 1,000 |
| a. Dependent Variable: Go-pay User Decision Source: data processed with SPSS 25, 2020 | | | |

From table 4.8, it is known that the tolerance value for Ovo promotion is 1,000, which is greater than 0.10. Meanwhile, the VIF value on the promotion variable Ovo is 1,000 or less than 10.00 so that in this study it can be concluded that there is no multicollinearity.

**TABLE XI.** Multicollinearity Test Results

| **Coefficientsa** | | | |
|---|---|---|---|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| | (Constant) | | |
| | Promotion Ovo | 1,000 | 1,000 |

a. Dependent Variable: Ovo User Decision Source: data processed with SPSS 25, 2020

### *3.5 Heteroscedasticity Test*

From the results of the SPSS 25 output it is known that the points on the scatterplot graph have a clear distribution pattern and the points are spread above and below the number 0 on the Y axis, thus this shows that there is no heteroscedasticity disorder.

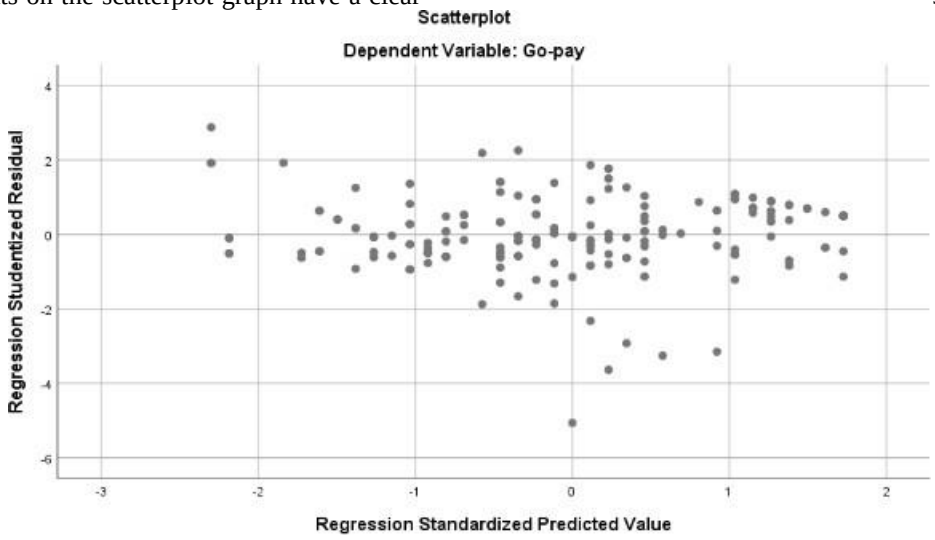


**FIGURE 7**. Go-pay Heteroscedasticity Test Scatterplot

From Figure 4.3 it is known that the points on the scatterplot graph have a clear distribution pattern and the points are spread above and below the 0 on the Y axis, thus this shows that there is no heteroscedasticity disturbance.

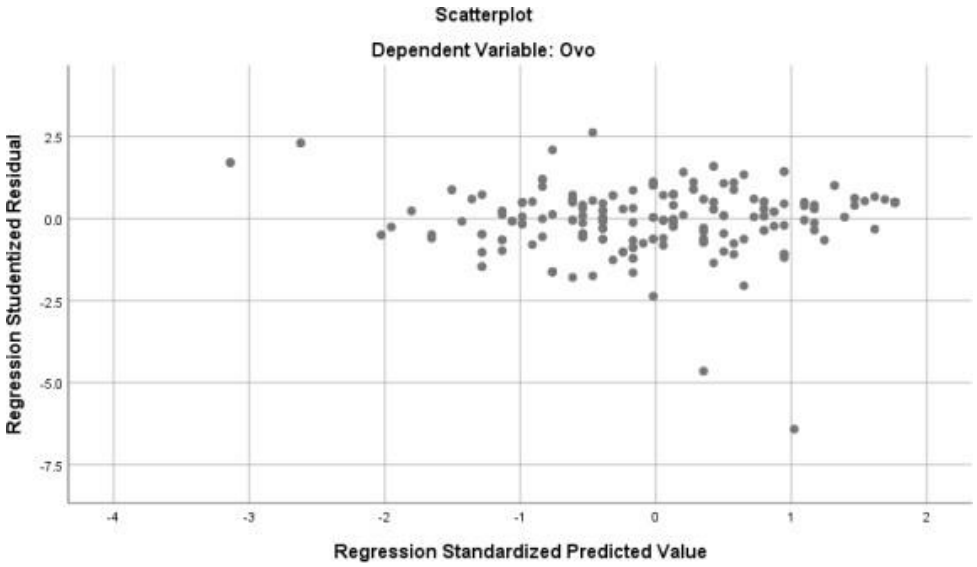


**FIGURE 8**. Scatterplot of Ovo Heteroscedasticity Test

### *3.6 Autocorrelation Test*

**TABLE XII.** Durbin Watson Go-Pay Autocorrelation Test Results

| Model Summary b | | | | | |
|---|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin- Watson |
| 1 | .648a | .420 | .417 | 7,41948 | 2,062 |
| a. Predictors: (Constant), Go-pay Promotion | | | | | |
| b. Dependent Variable: Go-pay User Decision Source: data processed with SPSS 25, 2020 | | | | | |

From table 4.9, the Durbin-Watson value is 2,062. Meanwhile, from the DW table with a significance of 0.05 and the amount of data (n) = 200, and k = 1 (k is the number of independent variables), the dl value is 1.7071 and du is 1.8306. Because the DW value of 2.062 is in the condition 1.7071 <2.062 <4-1.8306 (2.1694). So, it can be said that H0 is accepted, meaning that there is no autocorrelation.

**TABLE XIII.** Durbin Watson Ovo Autocorrelation Test Results

| Model Summary b | | | | | |
|---|---|---|---|---|---|
| Model | R | R Squar e | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .755a | .569 | .567 | 9.19806 | 2,035 |
| a. Predictors: (Constant), Promotion of Ovo | | | | | |
| b. Dependent Variable: Ovo User Decision Source: data processed with SPSS 25, 2020 | | | | | |

From table 4.10, the Durbin-Watson value is 2.035. Meanwhile, from the DW table with a significance of 0.05 and the amount of data (n) = 200, and k = 1 (k is the number of independent variables), the dl value is 1.7071 and du is 1.8306. Because the DW value of 2.035 is in the terms 1.7071 <2.035 <4- 1.8306 (2.1694). So, it can be said that H0 is accepted, meaning that there is no autocorrelation.

### *3.7 Determination Coefficient Test*

In the output of SPSS 25, the table below is:

**TABLE XIV.** Hasil Uji Koefisien Determinasi (R2) Go-Pay

| Model Summary[b] | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .648[a] | .420 | .417 | 7.41948 |
| a. Predictors: (Constant), Promosi Go-pay | | | | |
| b. Dependent Variable: Keputusan Pengguna Go-pay Sumber: data diolah dengan SPSS 25, 2020 | | | | |

From table 4.11, it is determined that the R square result is 0.420 (i.e. the square of R = 0.648 x 0.648 = 0.420) or equal to 42, this value indicates the relationship between the independent variable and the dependent variable is 42%. The rest (100% - 42% = 58%) is influenced by the variables not studied.

**TABLE XV**. Hasil Uji Koefisien Determinasi (R2) Ovo

| Model Summary[b] | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .755[a] | .569 | .567 | 9.19806 |

a. Predictors: (Constant), Promosi Ovo

b. Dependent Variable: Keputusan Pengguna Ovo
Sumber: data diolah dengan SPSS 25, 2020

From table 4.12, it is determined that the R square result is 0.569 (i.e. the square of R = 0.755 x 0.755 = 0.569) or equal to 56.9, this value indicates the relationship between the independent variable and the dependent variable is 56.9%. The rest (100% - 56.9% = 43.1%) is influenced by the variables not studied.

## *3.8 Test Results Partial Hypothesis (t test)*

**TABLE XVI.** Go-Pay Partial Significant Test Results (T-Test)

| Coefficientsa | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 17,022 | 3,667 | | 4,641 | .000 |
| | Go-pay promotions | .724 | .061 | .648 | 11,966 | .000 |

a. Dependent Variable: Go-pay User Decision Source: data processed with SPSS 25, 2020

From table 4.13, the Go-pay promotion variable (X) shows the t-count value is greater than t-table (11.966> 1.65259) or sig <α (0.00 <0.05). It means that the Go-pay promotion variable has a positive and significant effect on the user decision variable.

**TABLE XVII.** Results Of Partial Significance Test (Test Statistic T) Ovo

| COEFFICIENTSA | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | 20,382 | 4,469 | | 4,561 | .000 |
| Promotion Ovo | .784 | .048 | .755 | 16,177 | .000 |

a. Dependent Variable: Ovo User Decision Source: data processed with SPSS 25, 2020

From table 4.14, the promotion variable Ovo (X) shows that the value of t is greater than t table (16.177> 1.65259) or sig <α (0.00 <0.05). This means that the Ovo promotion variable has a positive and significant effect on the user decision variable.

# 4. CONCLUSION

Based on the results of the research and discussions that have been conducted in the previous chapter, it can be concluded that from the results of the test the effect of go-pay and ovo promotion on the decision of users of online transportation applications can be drawn the following conclusions:

1) Promotion has a positive and significant effect on the decision of Go-pay (Gojek) and Ovo (Grab) users in using online transport at Pamulang University. This means that the higher and more varied the promotions offered by the company, the greater the chances of users deciding to use online transportation

services, especially at Pamulang University.

2) Based on the test results through the Paired Sample T-Test test shows that in both Go- pay (Gojek) and Ovo (Grab) payment methods there is a significant difference in promotions offered by Gojek (Go-pay) and Grab (Ovo) although both implement the sales promotion system as a promotional medium and are equally engaged in transportation services technology, especially at Pamulang University.

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