



Analysis of Consumer Attitude Towards Online Transportation in Banjarmasin

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Abstract. Using online transportation modes is one of the important aspects necessary in supporting community mobility. The purpose of this study was to determine consumers' attitudes toward online transportation brands from various applications operating in the city of Banjarmasin. The population of this study is the academic community of FEBI UIN Antasari, who have used online transportation modes such as Gojek, Grab, and Maxim. The researchers do not perceive population size with certainty and set sampling using a non-probability approach and the judgment method. The method for measuring this attitude is the Ideal Points Model. The study found that the results of respondents' attitudes toward the three modes of online transportation were very good, with GoCar values of 14.13, GrabCar 16.14, and Maxim 17.26. The lowest value is on GoCar, which means GoCar gets the best attitude.

Keywords: Consumer Attitudes · Online Transportation · Ideal Point Models

1 Introduction

Currently, transportation is one of the basic needs of society. The means of transportation can quickly resolve people's high mobility, even though they must travel quite a distance. As technology and digital networks continue to develop, several breakthroughs have emerged in the transportation sector. The most prevalent nowadays is transportation based on online applications equipped with a GPS that can inform the driver and user's position and provide alternative routes closest [1]. This online-based transportation allows cutting consumers' time and energy efficiently and effectively. Because now consumers only need to wait in place while waiting for the arrival of the driver who will pick them up.

Therefore, people must be smart in choosing and determining which online transportation is the most suitable for serving and fulfilling their mobility because each online transportation offers its consumers facilities, services, and conveniences. There are several attributes that consumers often highlight in online transportation, such as comfort, cleanliness, appearance, honesty and friendliness of drivers, to driver knowledge about the road.

Based on the Top Brand Award for Online Transportation Services in Indonesia in 2020, Gojek ranked first with a market share of 47.3%, outperforming its competitor Grab as much as 43.1% [2]. Balitbang Kemenhub survey on September 13–20, 2022, stated that the most widely used online transportation application by the majority of the Jabodetabek public was the Gojek application with 59.13%, followed by Grab as much as 32.24%, and Maxim as much as 6.93% and other applications as much as 1.7%. They reasoned that online transportation was dominated by two reasons: practical (37.29%) and faster (32.28%) [3].

Like other big cities, the people of Banjarmasin also have a very high interest in using online transportation. The product services offered, low prices due to discounts, and ease of use are some of the reasons why consumers choose this facility. There are at least three large online transportation companies that enter the city of Banjarmasin in addition to local online transportation that already exists, namely Gojek, Grab, and Maxim [4].

With so many choices of online transportation, consumers have different attitudes from one another based on their assessments and experiences. Consumer attitudes are views or feelings accompanied by a tendency to act on certain objects. Consumer attitude is an important factor that will influence the consumer's decision [5]. Everyone tends to behave favourably or unfavourably towards a particular object. Attitude is one of the most important concepts used by companies to understand consumers. Companies are very interested in consumer attitudes towards their products because a positive attitude will result in purchases, not only from the consumers concerned but recommendations to friends and family will also increase purchases. On the other hand, a negative attitude towards the product will result in rejection and influence others.

So based on the description that has been mentioned above, it can be concluded that consumer attitudes are mental mechanisms that evaluate and form views and emotions that determine the behaviour or individual consumers of a particular object.

Vino Bagus Setyo Adi and Edy Suryawardana researched consumer behaviour using online motorcycle taxi transportation services in Semarang. The study found that consumer behaviour in using Gojek online transportation services in Semarang was influenced by 1) internal factors, including work, lifestyle, past experiences, and likes, and 2) external factors, including friends, promotions, prices, and service availability [6].

while Evran Ihsan Hamamy and Prijati raised the theme of analyzing consumer preferences in choosing online transportation in Surabaya. Based on the study's results, it was found that viral marketing, prices/tariffs, promos, trust, and brand image affect consumer preferences [7].

Wui San Taslim raised the theme of Analysis of Consumer Preferences for Online Transportation Services in Pontianak (Case study: Gojek VS Grab). Based on the results of the study, it was found that customers' priority in choosing online transportation is based on aspects of application quality, after-sales support, and interaction between customer drivers [8].

This study aims to determine consumer attitudes toward online transportation in Banjarmasin. This study uses the Ideal Points model. This model provides information on consumer evaluations of what is felt (real) and what is desired (ideal) by consumers. According to consumers, this model measures the difference between what is felt and what is ideal.

2 Theoretical Basis

2.1 Consumer Attitude

Attitude describes an individual's evaluation, feeling, and tendency relatively consistently on an object or idea. Attitude puts a person in a frame of mind about liking something or vice versa, moving closer or vice versa [9].

Attitudes (attitudes) consumers are important factors that will influence consumer decisions. The concept of attitude is closely related to belief and behaviour. Consumer attitude formation often describes the relationship between beliefs, attitudes, and behaviour. Consumer trust is consumer knowledge about an object, its attributes and benefits [10].

Consumer attitudes are related to beliefs and behaviour because trust is one factor that shapes consumer attitudes. Trust and evaluation of consumers on a particular product or object form consumer attitudes. The formation of consumer attitudes will form a person's intention to do or not do an action, and the intention will affect the formation of consumer behaviour.

Consumer behaviour or attitudes is the study of how individuals, groups, and organizations select, purchase, use, and use goods, services, ideas, or experiences to satisfy needs and wishes [11]. Some ordering management experts define attitude as the consumer's feelings (positive and negative) of an object after he evaluates the object. The more objects that are evaluated, the more attitudes are formed. Attitude has several functions, namely ego-defensive adjustment, this expression and knowledge [12]. Consumer attitude is a response given by advertising messages and captured by consumers.

Consumer attitudes are important factors that will influence consumer decisions on product information. In the context of consumer behaviour, attitude is a learned tendency to behave favourably or unfavourably towards a particular object. Attitude consists of three main components, 1) cognitive component, 2) affective component, and 3) behavioural component [13].

2.2 Ideal Point Model

Understanding this model begins with the idea that everyone has an ideal product or brand for himself. Judging from the attitude, the closer to the ideal point, a product or brand, the better its position. Consumer attitudes can also be measured through the distance between the product or brand position and the ideal position in the minds of consumers [14].

This model can provide information regarding how a consumer sees a brand. As a result, this model can be used to analyze and inform market plans and actions and for the implications of new business development.

The position is to qualify consumer confidence regarding product performance on certain attributes and the importance of these attributes for consumers. The closer the measured brand performance is to the ideal brand in the eyes of consumers, the lower the consumer attitude score. If the measured brand is the same as the ideal brand, then the attitude score will be zero [15].

Table 1 Attribute importance level

Attribute	STP	TP	B	P	SP	N	Total	Average	Rating
	1	2	3	4	5				
Taxi Convenience	0	1	3	14	32	50	227	4.54	4
Taxi Cleanliness	0	1	2	14	33	50	229	4.58	3
Taxi Outer Appearance	0	2	14	27	7	50	189	3.78	6
Driver Honesty	0	0	2	10	38	50	236	4.72	1
Driver's Friendliness/Courtesy	0	0	6	13	31	50	225	4.5	5
Driver Appearance	1	2	16	23	8	50	185	3.7	7
Driver Knowledge of Road	0	0	2	12	36	50	234	4.68	2

3 Research Methodology

In this study, the approach used is a quantitative approach with a survey method. The population of this study is the academic community of the Faculty of Economics and Islamic Business, Antasari State Islamic University, Banjarmasin, who have used online transportation modes such as Gojek, Grab and Maxim. Therefore, the researchers do not perceive population size certainty. The sample was set using a non-probability sampling approach and the judgment method. The number of samples used was as many as 50 people. The data was analyzed using the Attitude Model measurement in the form of the Ideal Points Model.

4 Analysis and Final Result

4.1 Attribute Importance

Based on the importance of attributes on online transportation modes in Banjarmasin, the highest score is obtained on the honesty attribute, which is indicated by an average value of 4.72. Indirectly, this fact shows that online taxi passengers in Banjarmasin need a sense of security. An honest driver is synonymous with safety. On the other hand, the lowest score is on the appearance of the taxi driver. It seems that online taxi passengers do not care about the physical appearance of the online taxi driver (Table 1).

4.2 Service Quality

Based on the ideal quality of online transportation services and those experienced by each of these modes, it can be seen from the multi-attribute approach that the ideal quality desired by online transportation users is still above the quality of each online transportation (Table 2).

Table 2 Attribute quality analysis

Attribute	Ideal	GoCar	GrabCar	Maxim
Taxi Convenience	4.62	4.26	4.2	4.22
Taxi Cleanliness	4.48	3.82	3.86	3.76
Taxi Outer Appearance	4.66	4.26	4.2	4.18
Driver Honesty	4.64	4.24	4.14	4.04
Driver’s Friendliness/Courtesy	4.72	4.48	4.38	4.2
Driver Appearance	3.66	3.22	3.14	3.1
Driver Knowledge of Road	4.58	3.86	3.76	3.92

4.3 Attitude Analysis

Based on the data obtained, an attitude calculation is carried out from each attribute’s level of importance and ideal quality and the experience of the three online transportation modes. The maximum score is calculated based on a minimum score of 1, namely:

$$A_o = \sum W_i \times I_{iI} - X_i I$$

$$= 106.725$$

With a range for a scale of 5 classes, namely:

$$RS = 106.725 / 5$$

$$= 21.345$$

Then the numerical linear scale for this research is:

Numerical Linear Scale =		
Very good	0 – < 21.345	21.345
Well	21,345 – < 42.69	42.69
Neutral	42.69 – < 64.035	64.035
Bad	64.035 – < 85.38	85.38
Very bad	85.38–106.725	106.725

Based on this scale, an interpretation is carried out on acquiring an attitude score for each online transportation (Table 3).

Based on the attitude interpretation results, the respondents’ attitudes towards the three online transportation modes are very good, with GoCar values of 14.13, GrabCar 16.14 and Maxim 17.26. The lowest value is GoCar, which means GoCar gets the best attitude.

Table 3: Respondents' Attitudes towards three modes of online transportation in Banjarmasin

Attribute	Level of Interest	Ili-Xil		
		GoCar	GrabCar	Maxim
Taxi Convenience	4.54	0.36	0.42	0.4
Taxi Cleanliness	4.58	0.66	0.62	0.72
Taxi Outer Appearance	3.78	0.4	0.46	0.48
Driver Honesty	4.72	0.4	0.5	0.6
Driver's Friendliness/Courtesy	4.5	0.24	0.34	0.52
Driver Appearance	3.7	0.44	0.52	0.56
Driver Knowledge of Road	4.68	0.72	0.82	0.66
Attitude		14.13	16.14	17.26
Attitude Interpretation		Very good	Very good	Very good

5 Conclusion

The study found that the respondents' attitudes towards the three online transportation modes were very good, with GoCar scores of 14.13, GrabCar 16.14 and Maxim 17.26. The lowest score is on GoCar, which means it gets the best attitude. These results are based on the level of importance of attributes and service quality on online transportation modes in the city of Banjarmasin. Attitudes from the level of importance and ideal quality of each attribute and the experience of the three online transportation modes are then calculated to determine consumer attitudes.

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