

Impact of Smartphone Features on “Omset” Services Online Car Rental

Marhayanie

Accounting Departement
Economic & Bussiness Faculty
Universitas Sumatera Utara
marhayanie@usu.ac.id

Mutia Ismail

Accounting Departement
Economic & Bussiness Faculty
Universitas Sumatera Utara
mutiaismail@usu.ac.id

Iskandar Muda

Accounting Departement
Economic & Bussiness Faculty
Universitas Sumatera Utara
iskandar1@usu.ac.id

Abstract—The purpose of this study is to know the level of community knowledge of the smartphone features with Learning and Asking its use to increase the turnover of car rental service sales in Medan. This research type is descriptive quantitative with student population of rental user in Medan City. The selected sample is 110 respondent. Analytical tool of this research is with Structural Equation Modeling with the help of Smart-PLS software. The results show the level of community knowledge of smartphone features obtained through Asking to ask more effectively to know the features of a smartphone than with a self-learning approach.

Keywords— Learning; Asking; Knowledge; and Features

I. INTRODUCTION

The combination of technological and transportation developments and encourage the development of online transportation business like Gojek. Although actually this company has been pioneered since 2010, but Gojek then grow rapidly in 2015 when utilizing Android and iOS applications to support the marketing of their transport services. In addition to Gojek, the transportation company that started to get a place in the hearts of Indonesian consumers is Grab [1]. Grab is a Singapore-based company that provides online transport applications in six countries: Malaysia, Singapore, Thailand, Vietnam, Indonesia and the Philippines[13]. Grab has a vision to revolutionize the industry of testimony, so as to provide security and comfort for vehicle users throughout Southeast Asia. Currently Grab has been operating in seven major cities in Indonesia, namely Jakarta, Bandung, Surabaya, Bali, Padang, Medan, and Makassar. Grab-based digital vehicle ordering application has performed very well in Indonesia [40].

The development of mobile computing technology has increased rapidly, this is marked by the increasing number of functions on the mobile device. This becomes an evolution of mobile devices in this case is a mobile phone that marked the birth of technology gadgets whose capabilities are almost similar to a personal computer[2], [3],[5],[6]&[18]. The smartphone gadget is a new class of mobile phone technology that can facilitate access and processing of data with significant computing power. In this technological era, smartphone gadgets are an incredible tool. The smartphone gadget not only helps to stay in touch with freight carrier application providers. The smartphone gadget is a phone that offers more advanced computing capabilities and connectivity than contemporary

phone features[7]&[12]. Smartphone gadgets and phone features are sometimes regarded as handheld computers that are integrated with mobile phones[6], [19], [20]. Ease of Use is defined as a level where one believes that a feature can be easily understood. On the basis of such a definition of ease of use of application features means ease in understanding when transacting primarily online transport services. The perception of ease of use provides several indicators against an information system that includes the efficiency of time in use, the appearance of the site easy to understand, add skills in using it, and easy to learn[33], [35],[36]&[47],The intensity of use and interaction between users with the system can also indicate ease of use. A frequently used system shows that the system is better known, and easier to use by its users. Ease of use will reduce the efforts of customers in learning the origins of transactions behavior through the Internet[37]&[46]. Ease of use also provides an indication that the users of information systems can work more easily than those who work without using information systems. Thus, if the services of online transport perceived easy to use by the users, the service will also be perceived useful[28],[29]&[31]. Perceptions of the ease of use of technology and perceptions of the use of a technology related to one's attitude on the use of technology[23]. Attitude on the use of something is like or dislike toward the use of a product. This attitude can be used to predict a person's intentional behavior to use a product or not to use it. The use of technology shows an individual's interest in using or not using technology in accomplishing a series of tasks. Ideally, in conjunction with tech-task matching factors, the use of technology is measured by how much the user wants to use the system, the suitability of the need, the support in using it, and recommending it to others[44],[45]&[46]. Such operationalization reflects the user's interest in using the technology based on the results of his evaluation of technological compatibility factors so that the use of technology takes place in a voluntary situation[41],[42]&[43]. However, such proportions are extremely difficult in field studies. As a solution, for utilization to be actualized as how broadly integrated information systems are to each individual task, either by individual choice or by organizational mandate. The interest in using technology reflects the behavior of individuals in accepting a system. This is by asking how much of a user's dependence on the various lists of Internet-based information systems available to the organization.

II. METHOD

This study uses primary data. The hypothesis was tested by using Structural Equation Modeling (SEM) with SMART PLS software. The data analysis technique in this research employed Structural Equation Modeling (SEM). SEM is a set of statistical techniques allowing testing of a series of relationships simultaneously [21],[22],[23],[24],[25],[26]&[27]. Furthermore, in the data processing, the writer used the aid from software SMART-PLS Structural Equation Modeling, which was one of the multivariate analyses capable of analyzing the variable relationships in complex manner [15], [16] & [17]. The hypotheses were tested using Structural Equation Modeling (SEM) with Smart-PLS software tools. The equation is formed as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

- X1 = Learning
- X2 = Asking
- Y = Knowledge
- b1,...b3 = Coefficient
- α = Constant
- e = Error

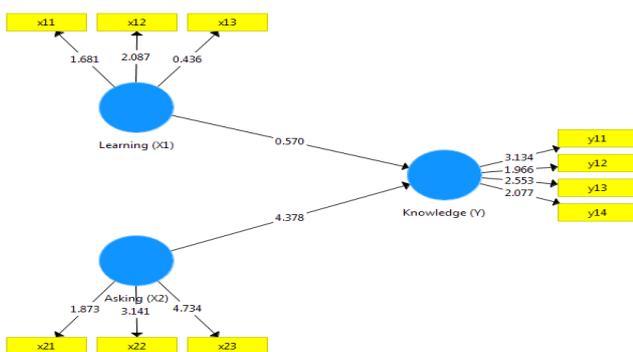
This phase is done to test the suitability of the model to evaluate the goodness-of-fit index. Analysis using SEM requires some suitability index to measure the correctness of data and models.

III. RESULT

A. Result

Inner model evaluation through the bootstrapping menu also generates T-statistics values that will be used to test the hypothesis. The indicator can be used to confirm that the indicator can together with other indicators explain a latent variable. In other words factor loading analysis is used to see the ability of the proposed indicator in building latent variables. The criteria are T-statistic > 1.66 [8], [9], [10]&[11]. The result of T-statistics value in the table path coefficients is presented in the following figure:

Figure 1. Overall Model with Coefficient



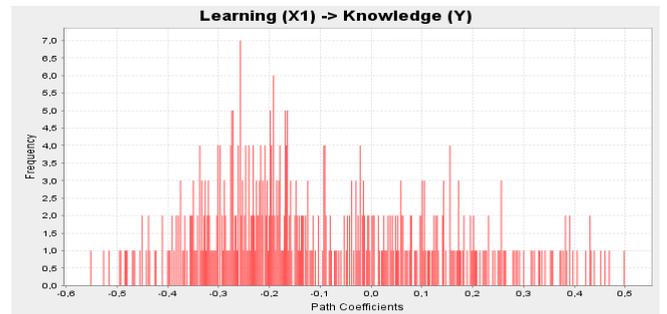
The effect test can be seen in the following table:

Table 1. The result of bootstrapping

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|--------------------------------|---------------------|-----------------|----------------------------|--------------|----------|
| Asking (X2) -> Knowledge (Y) | 0,449 | 0,468 | 0,103 | 4,378 | 0,000 |
| Learning (X1) -> Knowledge (Y) | -0,127 | -0,097 | 0,222 | 0,570 | 0,569 |

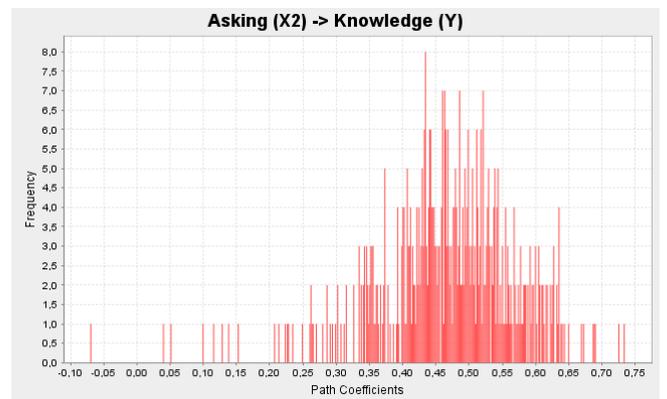
The results show that the Asking variable is the dominant variable to know the application features. Learning variables have no significant effect to know application features.

Figure 2. Learning (X1)



Source: PLS Output (2017)

Figure 3. Asking (X2)



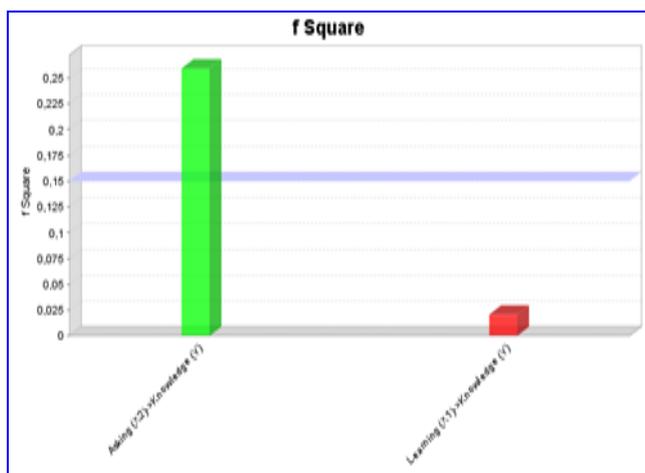
Source: PLS Output (2017)

Based on the above table the effect produces coefficient of 0.005, smaller than 1.66 (α = 5%) then the decision of hypothesis testing reject H0 and accept the hypothesis Ha [4],[14],[15],[16]&[17]. In addition to hypothesis testing through the bootstrapping menu that produces T-statistics, inner model evaluation is also done by reviewing the R-Square value [21],[22],[23],[24],[25]&[26]. The R-square value generated from the inner model evaluation is presented in the following table:

Table 2. R-Square Value

| | R Square | R Square Adjusted |
|---------------|----------|-------------------|
| Knowledge (Y) | 0,225 | 0,211 |

Figure 4. F-Square



The development of transportation is also followed by technological developments. The development of information technology with a modern infrastructure has made various kinds of information can easily be obtained. More great, the services provided by information and communication technology today, can be accessed by anyone, regardless of distance and time. If technology was used only to communicate, current financial transactions and the provision of goods and services can already be done online[27],[28]&[29]. Acceptance of technology use influenced by usefulness and ease of use. The perception of ease of use has a causal effect on perceived usefulness. Direct feature design affects perceived benefits and convenience perceptions use. Because the design features fall into the category of external variables within Fishbein paradigm, they do not theorize to have a direct effect on attitude or behavior, rather than affecting these variables only directly through perceived benefits and perceived ease of use[32],[34]&[40] the intensity of use and interaction between users with the system can also show ease of use. The more frequently used systems show that the system is easier to understand, easier to operate and easier to use. Based on these definitions, it can be concluded that the ease of use of computers depends on a person's level of confidence that the computer is it can be easily understood and the system used can be easily understood, operated and used.

The perception of the ease of using information technology is the dominant factor to explain the perception of the benefits and use of a system. Perceptions of benefits have a strong influence on system usage. The use of technology is related to the behavior of using the technology to accomplish the task. Utilization of information technology is a benefit expected by users of information systems in carrying out its duties, measurements based on the intensity of utilization, frequency of utilization, and the number of applications or software used[38]&[39]. The benefits of using Smartphone features can improve performance. Utilization is a benefit gained or expected by the users in carrying out their duties and work. Therefore, the level of usefulness during accessing the menu, will affect the interest in using the application system of transportation services.

IV. CONCLUSIONS

The results show the level of community knowledge of smartphone features obtained through Asking more effectively to know the features of a smartphone than with a self-learning approach.

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