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AN ANALYSIS OF FACTORS THAT INFLUENCE THE PERFORMANCE OF ONLINE TRANSPORTATION ONLINE USER (GOJEK AND GRAB) IN MADIUN REGENCY

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Keyword

Transportasi Online, Security Customization, Economic Value

Abstract

This research aims to find out the factors that influence customer satisfaction in using online transportation (Grab and Gojek). This research uses a quantitative analysis method with a survey design as a data collection tool. The facts and data obtained from the questionnaire will be tested using the structural analysis technique Equation Modeling (SEM). The population in this study is people who use the Grab and Gojek transportation applications in the city of Madiun who are in the unlimited population category. The sampling technique in this research is purposive sampling. The results of this research are: 1) Men with a frequency of using online transportation 1-3 times and spending more than IDR 50,000 compared to women, 2) security has a positive influence on satisfaction with using online transportation, 3) security is not proven to have a positive influence on user's decision to use online transportation, 4) Customization has a significant direct effect on satisfaction with using online transportation, 5) Customization has a significant direct effect on the decision to use online transportation, 6) Economic Value has a direct effect (direct effect)) which is significant on satisfaction with using online transportation, 7) Economic Value has a significant direct effect on the user's decision to use online transportation, 8) Satisfaction with using online transportation has a significant direct effect on the user's decision to use online transportation.

INTRODUCTION

Information and communication technology, especially the internet, has been rapidly advancing throughout Indonesia, with the exception of Kota Madiun. The advancement of technology has changed how the general public communicates. When the internet came about, it made communication easier for the general public. The internet has a high level of reliability and speed, which can reduce the cost of transportation used to get around (Walsh & Godfrey, 2000). The internet is also utilized for online service providers in online transportation activities; online transportation is a service provided by a business or website that facilitates online sales and purchases of goods (Kotler & Keller, 2012).

Online transportation services are becoming a popular choice for the general public in daily activities, including online transportation services designed to make life easier for the general public that wants to travel. As an example, to make the process more efficient and effective (Tutuko et al., 2016). Online transportation offers several kind of convenience in using it. Ordering motorbike taxis or services and payments are made easily by people from various circles. Transportation is an application or website that can be accessed by Android and iOS

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applications, with affordable, environmentally friendly, and guaranteed security features (Tarmizi, 2018). One of the modes of transportation that the general public uses is online double or triple kendaraan(Kartika, 2020).

Online transportation began to emerge and spread throughout the somewhat unstable transportation system. Online transportation services such as Gojek, Grab, Uber, and many more have become very popular in Indonesia. These three applications are regarded as popular choices among Indonesian consumers. The research was conducted by Indonesian consumer advocacy organizations in the first three choices, which included 72.6% of gojek, 66.9% of grab, and 51.1% of Uber (Yayasan Lembaga Konsumen Indonesia, 2017). The focus of this study will be on the Grab and Gojek transportation applications. The most popular transportation services in Madiun are Grab and Gojek.

Gojek is an online-based ojek tansportasi application. Gojek was first influenced by Nadien Makarim, who created it in such a way that the process of fixing it was a call center that Nadiem and Tim handled (Republika, 2016). This gojek application has two types, one for drivers and one for users or customers. Many of the services offered by Gojek's applications increase the public's willingness to use apps like Go-Ride, Go-Food, Go-Mart, Go-Send, and Go-Box. Additionally, Gojek is becoming more and more in line with the needs of the public, introducing new services like Go-Car, Go-Clean, Go-Massage, Go-Glam, Go-Tix, Go-Auto, Go-Med, and Go-Pulsa(Kusumawardani et al., 2022).

Not only does Gojek exist now, but there's also a new app called Grab that comes from Malaysia. As a fierce competitor in the marketplace, grab has a significant financial advantage in Indonesia. (Elvina, 2016). Grab is the new name or brand for GrabTaxi. This brand creation is done to convey the essence of the brand that encompasses various transportation services available in apps like GrabTaxi, GrabCar, GrabBike, GrabHitch, and GrabExpress(Akbar et al., 2023). The cooperation between Gojek and Grab provides services and user experience by increasing user experience, security, and cost to compete with rivals (Elvina, 2016).

The two main characteristics in designing a good website are, according to Rayport and Jaworski 2000, which were analyzed by Benny Lule, 1) Context is the layout and design of the website. 2. Content consists of the text, images, videos, and warnings that are used. 3. community is a website that provides tools for user-to-user communication. 4. Customization is the ability of an application to adapt to the user's needs. The fifth connection is the ability of an application to access the internet. 6) The ability of an application to facilitate communication between users and developers is known as communication. 7) The ability of an application to do currency transactions is known as commerce (Lule & Liani, 2014).

One of the determinants that influence the decision to use security or safety as the primary application is age. Security can be related to the events that occur when transactions take place on online transportation applications, such as ordering services, paying for them, changing data, using wireless technology, and connecting to networks that have problems (Armesh et al., 2010). One crucial factor in gaining trust in the application that is used is the smooth transition between the user and the service provider, as well as their evaluation of the quality of the service (Yuliati et al., 2020).

Customization, sometimes known as customization, is the ability of an application to meet user needs such as product, service, and transaction services for users (Srinivasan et al., 2002). In this feature, user privacy data will be reviewed and recommended based on each user's unique profile. A variety of user-related information is collected and disseminated for users to use on their subsequent login (Jaiswal & Singh, 2020) . Through this customized process, customers might receive attention and support that can increase sales (Moynagh, M & Worsley, 2002). Customization is an important consideration for users when selecting an online transportation application (Jaiswal & Singh, 2020).

In addition to security and personalization, one factor that has an impact on users' hesitation to use online transportation applications is economic value. Online transportation is well-known because to its competitive pricing and ability to manage customer time and expectations (Jaiswal & Singh, 2020). With affordable prices and numerous clear and effective

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promotions in every informational piece, users are made to feel skeptical when using the application. The discount is a pricing mechanism applied to a certain product purchase during a specific time period (Kotler & Philip & Armstrong G., 2008). The discount is a benefit offered to customers at a particular activity that is exciting for transportation service providers or online applications. Economic literacy has a positive impact on users' willingness to use online transportation applications (Jaiswal & Singh, 2020).

The challenges faced by users when using internet transportation have led to the Indonesian population, for the most part, adopting applications to make daily tasks easier. As of the year 2017, the Madiun-based angkutanpenumpangkendaraanroda dua dan empatberbasisaplikasi has begun to operate (kompas.com). By 2017, the number of drivers operating online in cities and Madiun provinces had surpassed 900 (factual News.co). The online transportation system in Madiun is somewhat different from the conventional one. This is because the online system does not benefit from the online transportation system in Madiun and does not reach the realization that Madiun's online transportation system has a waiting area for customers (Tribunjatim.com).

The increasing needs of the populace and the efficiency of time that the Madiun community require have led to the increasing use of online transportation by the Madiun populace. People who typically engage in physical activities using public transportation are now more likely to use internet transportation due to its ease of use (Tutuko et al., 2016). Based on the information that has already been outlined above, researchers are eager to investigate the factors that influence the online transportation users' anxiety in Madiun.

METHOD

This research uses a survey based quantitative research design methodology. Survey design is a method that uses a questionnaire as a data collection tool. Information and statistics obtained from the structural equation modeling (SEM) technique are presented. In this study, an infinite population is used. Population in this research refers to the population of Madiun City that uses Grab and Gojek applications; the number of users is unknown and falls into the infinite population category.

In this research, the method of route analysis, or data analysis, is used to examine the direct and indirect effects of the variable. According to Ghozali, route analysis, also known as jalur analysis, is a method of analysis used to determine whether there is a temporary change in the exogenous variable with respect to the exogenous variable through the use of an intervening or connecting variable (Ghozali, 2016). The data analysis technique used in this study is quantitative analysis using structural equation modeling (SEM) with partial least squares (PLS) as the foundation. PLS is an alternative approach that evolves from structural equation modeling (SEM) based on covariance to variable-based approaches. Generally speaking, structural equation modeling based on kovarian theory reduces uncertainty or teori, whereas partial least squares have predictive power (Latan, 2012).

RESULTS

Validity Test

Validity checking is done with about thirty respondents. In this study, the critical coefficient is obtained from the distribution table r using a significance threshold of 5%, resulting in an r-tabel of 0.361. The significance test is performed by comparing the r-hitung and r-tabel values. If r-hitung is larger than nilai r-tabel, then the statement is considered valid. Using the Smart Pls program will help with this research. The following table displays the results of the validity assessment:

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Table 1. Validity Test Result

Variable	Indicator	r-count	r-table	Explanation
Security	S1	0,613	0,361	Valid
	S2	0,575	0,361	Valid
	S3	0,623	0,361	Valid
	S4	0,527	0,361	Valid
	S5	0,406	0,361	Valid
	S6	0,609	0,361	Valid
	S7	0,460	0,361	Valid
	S8	0,415	0,361	Valid
Customization	C1	0,411	0,361	Valid
	C2	0,754	0,361	Valid
	C3	0,598	0,361	Valid
	C4	0,608	0,361	Valid
Economic Value	EV1	0,406	0,361	Valid
	EV2	0,503	0,361	Valid
	EV3	0,814	0,361	Valid
	EV4	0,623	0,361	Valid
	EV5	0,553	0,361	Valid
	EV6	0,606	0,361	Valid
	EV7	0,782	0,361	Valid
	EV8	0,540	0,361	Valid
Keputusan Pelanggan	KP1	0,596	0,361	Valid
	KP2	0,676	0,361	Valid
	KP3	0,696	0,361	Valid
	KP4	0,742	0,361	Valid
KepuasanPelanggan	KPU1	0,708	0,361	Valid
	KPU2	0,721	0,361	Valid
	KPU3	0,735	0,361	Valid
	KPU4	0,708	0,361	Valid
	KPU5	0,639	0,361	Valid
	KPU6	0,711	0,361	Valid

Source: Primary data is processed, 2023

Based on the above table, it can be concluded that if r-count is higher than or equal to r-table, which is 0.361), then all 30 items of the instrument's statements are genuine and can be used for further analysis.

Reliability Test

This kind of the test is called one-shot instrument or instrument just once time. This study's reliability assessment used the Smartpls program with the Cronbach's Alpha test. Based on the reliability of the uji results, the following can be observed:

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Table 2. Reability Test Result

Variable	Cronbach's Alpha	Explanation
Security	0,718	Reliabel
Customization	0,778	Reliabel
Economic Value	0,787	Reliabel
Customer satisfaction of online transportation application	0,687	Reliabel
Online transportation application customer decisions	0,798	Reliabel

Source: Primary data is processed, 2023

Based on the above table, a reliability check is conducted for each question that is deemed genuine. A variable is considered reliable if its response to a given question is consistently consistent. The Cronbach's Alpha reliability score for the security instrument is 0,71, for customization the score is 0778, for economic value the score is 0.787, for user acceptance of the online transportation application it is 0,687, and for user rejection of the online transportation application it is 0,798. These two instruments are considered reliable because their Cronbach's Alpha coefficient is greater than 0,06.

Convergent Validity

Convergent validity is achieved by examining item dependability as determined by the loading factor. The loading factor is a measure that compares the score of a particular question with the score of a constraint indicator that narrows the constraint in question. When the loading factor is greater than 0.7, it can be considered legitimate. After data was cleaned using SmartPLS 3.0, the following results for the loading factor could be obtained:

Table 3. Loading Factor value

Variable	Indicator	Outer Loading
Security	S1	0.762
	S2	0.751
	S3	0.732
	S4	0.285
	S5	0.431
	S6	0.704
	S7	0.696
	S8	0.611
Customization	C1	0.719
	C2	0.708
	C3	0.818
	C4	0.837
Economic Value	EV1	0.661
	EV2	0.623
	EV3	0.560
	EV4	0.734
	EV5	0.706
	EV6	0.717
	EV7	0.762
	EV8	0.733
Customer Decisions	KP1	0.464
	KP2	0.704
	KP3	0.828

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	KP4	0.839
Customer Satisfaction	KPU1	0.702
	KPU2	0.635
	KPU3	0.771
	KPU4	0.789
	KPU5	0.731
	KPU6	0.733

Source: Primary data is processed, 2023

Based on the results of data cleaning using SmartPLS, as shown in the following table, several indicators for each variable in the study have a loading factor more than or equal to 0.70, indicating that the data is legitimate. Aside from that, there are nine indicators with loading factors that are about between 0.70 and 0.81. These indicators are the first four in the security variable; they are S4, which is 0.285, S5, which is 0.431, S7, which is 0.696, and S8, which is 0.611. In the second economic value variable, there are three indicators: 0.661, 0.623, and 0.560 are the respective menunjukan values for EV1, EV2, and EV3. There is only one indication for the third variable, "online transportation application customer decision" called "KP 1," which has a value of 0.464. There is only one indicator KPU 2 in the second variable, the user's satisfaction, and it reports 0.635. This indicates that a variable indicator with a loading factor greater than 0.70 has a high validity threshold, hence reducing convergent validity. Conversely, a variable indicator with a loading coefficient less than 0.70 has a low validity threshold, meaning that the variable indicator in question needs to be eliminated or adjusted within the model. The loading factor after the elimination of the indicators S4, S5, S7, S8, EV1, EV2, EV3, KP1, and KPU2 may be found in the following table:

Table 4. Loading Factor 2

Variable	Indicator	Outer Loading
Security	S1	0.856
	S2	0.837
	S3	0.786
	S6	0.704
Customization	C1	0.722
	C2	0.708
	C3	0.818
	C4	0.835
Economic Value	EV4	0.779
	EV5	0.739
	EV6	0.760
	EV7	0.783
	EV8	0.801
Customer Decisions	KP2	0.730
	KP3	0.843
	KP4	0.860
Customer satisfaction	KPU1	0.702
	KPU3	0.791
	KPU4	0.810
	KPU5	0.760
	KPU6	0.767

Source: Primary data is processed, 2023

According to the above table, it can be inferred that there will be an increase in the loading factor for the indicators S1, S2, S3, S6, C1, C2, C3, C4, EV4, EV5, EV6, EV7, EV8, KP2, KP3, KP4, KPU1, KPU3, KPU4, KPU5, and KPU6 after the indicators S4, S5, S7, S8, EV1, EV2, EV3, KP1, and KPU2 are eliminated and a reversal of the remaining indicators occurs.

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Discriminant Validity

Discriminant Validity is achieved by examining the cross loading of the constraint. The concept of cross loading indicates the degree of correlation between one indicator and the indicator from the other block's constraint. If the correlation between the indicator and the constraint is higher than that between the indicator and the other constraint, then that particular instrument model has a good discriminant validity. Following data augmentation using SmartPLS 3.0, the following table presents the results of cross-loading:

Table5. Cross Loading Result

	S	C	EV	KP	KPU
S1	0.856	0.323	0.434	0.365	0.518
S2	0.837	0.350	0.426	0.367	0.475
S3	0.786	0.245	0.413	0.342	0.419
S6	0.674	0.431	0.377	0.381	0.443
C1	0.268	0.722	0.326	0.325	0.376
C2	0.205	0.708	0.409	0.269	0.375
C3	0.338	0.818	0.414	0.437	0.369
C4	0.474	0.835	0.492	0.441	0.443
EV4	0.531	0.384	0.779	0.502	0.551
EV5	0.345	0.354	0.739	0.306	0.356
EV6	0.475	0.391	0.760	0.348	0.415
EV7	0.320	0.414	0.783	0.399	0.468
EV8	0.327	0.414	0.801	0.394	0.524
KPU1	0.471	0.296	0.523	0.466	0.730
KPU3	0.460	0.494	0.481	0.514	0.843
KPU4	0.506	0.438	0.488	0.509	0.860
KPU5	0.463	0.418	0.546	0.696	0.613
KPU6	0.322	0.408	0.380	0.791	0.502
KPU2	0.300	0.336	0.347	0.810	0.407

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KPU3	0.317	0.297	0.267	0.760	0.315
KPU4	0.294	0.339	0.324	0.767	0.378

Source: Primary data is processed, 2023

The cross loading result in the above table indicates that the coefficient of correlation between the indicator and the regression is larger than that between the other regression and the indicator. This means that every constraint, or latent variable, already has good discriminant validity, where the indicator in the constraint blok is more accurate than the indicator in the other constraint blok.

The next step of evaluation is to compare the AVE's value. The recommended outcome is that the AVE's tally should be higher than the target. It is stated that AVE with a good nilai has a nilai greater than 0.50. The following table can be used to get the AVE for each individual track in this study:

Table 6. AVE Value dan AVE Square

Variabel	AVE
Security (S)	0.597
Customization (C)	0.597
Economic Value (EV)	0.587
Customer Satisfaction (KPU)	0.661
Customer Dicisions(KP)	0.627

Source: Primary data is processed, 2023

The AVE coefficient displays a value that is greater than 0.50, specifically a value of 0.597 for the Security (S) and Customization (C) variables. Conversely, the most significant variable, KP, has a nilai of 0.661. This number has already exceeded the sample size in accordance with the specified minimum AVE of 0.50.

Composite Reliability

In addition to evaluating convergent and discriminant validity, the outer model can also be evaluated by looking at the consistency of the variable, also known as the latent variable, which is evaluated using composite reliability. When the composite reliability has a value more than 0.7, the reliability index is considered to be 0.7. The following table presents the SmartPLS output results for composite reliability:

Table 7. Composite Reliability Value

Variable	Composite Reliability
Security (S)	0.855
Customization (C)	0.881
Economic Value (EV)	0.876
Customer Satisfaction (KPU)	0.853
Customer Dicisions(KP)	0.870

Source: Primary data is processed, 2023

Based on the SmartPLS output results table 4.8, the composite dependability value for all contracts is greater than 0.70. With the resultant value, every contract has good reliability in accordance with the minimal nilai that has been established.

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Analysis Varian (R^2)

Tabel 8. R-Square Value

Variable	R Square
Customer satisfaction of online transportation application	0.363
Online transportation application customer decisions	0.557

Source: Primary data is processed, 2023

Based on the r-square value in the above table, it can be inferred that security, customization, and economic value can explain the variation in the percentage of online transaction users that is 36.3% and that the remaining 63.7% is explained by the other variables that were examined in this study. On the other hand, the percentage of respondents that use online transportation is 55.7%, and this percentage is 44.3% due to other factors that were examined in this study. Based on the R Square value in the above table, it can be stated that the endogenous coefficient of determination can be classified into a moderate category.

Pertial Effect Measures (f2)

Tabel 9. F^2Value

	Customer Satisfaction	Customer Decisions
Security	0.046	0.106
Customization	0.072	0.020
Economic Value	0.077	0.088
Customer satisfaction		0.128

Source: Primary data is processed, 2023

Based on the above table, it can be inferred that several exogen variables, such as security, customization, and economic value, have an impact on endogen variables, such as the degree to which users of online transportation are satisfied, and intervening variables, such as the degree to which users of online transportation are classified as less fortunate. This is explained by an F2 value of approximately 0.02, which indicates a larger latent eksogenous variable in the structural analysis.

Hypothesis Test

Hipotesis research is conducted based on the results of the Inner Model (structural model) research, which includes r-square and koefisien parameter n t-statistik output. To determine if a hypothesis can be accepted or rejected, consideration should be given to the significance level between the cross-validation, t-statistik, and p-values. The hypothesis testing for this study was conducted using the SmartPLS (Partial Least Square) 3.0 program. These numbers can be seen in the bootstrapping results. The general guidelines used in this study are t-statistik>1,96 with a significance threshold of p-value < 0,05 (5%) and positive beta coefficient. The following figure illustrates the results of this research model:

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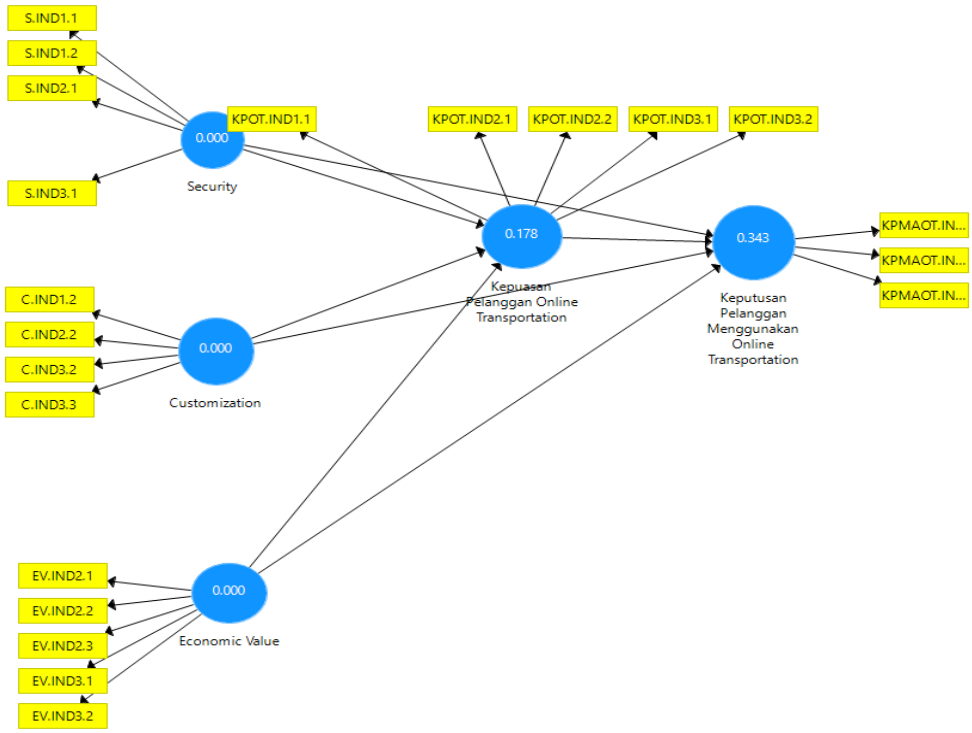

Picture 1. Research Model Results

Table 10.Path Coefficients Results

Hipotesis	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
S -> KPU	0.255	0.265	0.084	3.043	0.002
S -> KP	0.116	0.111	0.071	1.621	0.106
C -> KPU	0.279	0.284	0.075	3.728	0.000
C -> KP	0.259	0.254	0.094	2.753	0.006
EV -> KPU	0.299	0.314	0.071	4.201	0.000
EV -> KP	0.206	0.221	0.072	2.843	0.005
KPU -> KP	0.267	0.255	0.093	2.871	0.004

Source: Primary data is processed, 2023

The first hypothesis tests whether Security has a significant direct effect on satisfaction with using online transportation. The test results show that the security beta coefficient value on customer satisfaction is 0.255 and the t-statistic is 3.043. From these results it is stated that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so the first hypothesis is accepted. This proves that security is proven to have a positive influence on satisfaction with using online transportation.

The second hypothesis tests whether Security has a significant direct effect on users' decisions to use online transportation. The test results show that there is no significant effect. From these results, the beta security coefficient value on the user's decision to use online transportation is 0.116 and the t-statistic is 1.621 and the p-value is 0.106, which means the t-statistic is less than 1.96 and the p-value is more than 0.05 so the second hypothesis is rejected.

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This proves that security is not proven to have a positive influence on users' decisions about using online transportation.

The third hypothesis tests whether customization has a significant direct effect on satisfaction with using online transportation. The test results show that the beta coefficient value of customization on customer satisfaction is 0.279 and the t-statistic is 3.728 and the p-value is 0.000. From these results, it is stated that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so that the third hypothesis is accepted. This proves that customization has a significant direct effect on satisfaction with using online transportation.

The fourth hypothesis tests whether Customization has a significant direct effect on the decision to use online transportation. The test results show that the beta coefficient value of customization on the user's decision to use online transportation is 0.259 and the t-statistic is 2.753 and the p-value is 0.006. From these results, it is stated that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so that the third hypothesis is accepted. This proves that customization has a significant direct effect on the decision to use online transportation.

The fifth hypothesis tests whether Economic Value has a significant direct effect on satisfaction with using online transportation. The test results show that the beta economic value coefficient on customer satisfaction is 0.299 and the t-statistic is 4.201 and the p-value is 0.000. From these results, it is stated that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so that the third hypothesis is accepted. This proves that Economic Value has a significant direct effect on satisfaction with using online transportation.

The sixth hypothesis tests whether Economic Value has a significant direct effect on users' decisions to use online transportation. The test results show that the beta economic value coefficient on the user's decision to use online transportation is 0.206 and the t-statistic is 2.834 and the p-value is 0.005. From these results, it is stated that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so that the third hypothesis is accepted. This proves that Economic Value has a significant direct effect on users' decisions to use online transportation.

The seventh hypothesis tests whether satisfaction with using online transportation has a significant direct effect on the user's decision to use online transportation. The test results show that the beta coefficient value of satisfaction with using online transportation on customer decisions to use online transportation is 0.267 and the t-statistic is 2.871 and the p-value is 0.004. From these results, it is stated that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so that the third hypothesis is accepted. This proves that satisfaction with using online transportation has a significant direct effect on users' decisions to use online transportation.

DISCUSSION

In this research, security has a positive impact on the ease of using online transportation, leading to the rejection of this hypothesis. The results are due to the fact that most respondents were satisfied with the information provided by the online transportation authority and, based on the experience of the authors specifically on this case, felt that there was no need to investigate further. The research results differ from those conducted by Istiana, (2021) This indicates that security has no appreciable impact on user experience.

Evaluation in this study demonstrate that security is not a determining factor in users' decision to use online transportation, leading to the rejection of the two hypotheses. Thus, security does not negatively impact users' decision to use online transportation. In contrast to the research conducted by Aisha, (2020) which states that there is a significant impact of security concerns on users' decision to use online transportation. This is the case when users experience safety when using online transportation services, whether via online account management services or traveler services that consistently prioritize driver safety.

Demonstrate that customization has a direct impact on user experience with online transportation that is both significant and long-lasting. The study's findings are consistent with research conducted by Jaiswal & Singh, (2020) , which states that personalization has an impact

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on the efficiency of online transportation. Thus, by providing a personalized experience, online transportation services can enhance user experience by reducing latency, improving user safety, giving users more control, and increasing user efficiency to meet various needs and preferences.

Based on the results of the hipotesis of the subject in this study, customization has a significant long-term impact (direct effect) on the users' decision to use online transportation, leading to the realization of the subject's hipotesis. The study's findings are consistent with research conducted by Jaiswal & Singh, (2020) which states that economic growth, pasca, a successful outcome, customer service, and customization are the most important factors that lead to success. This study not only provides information about various online user experience factors, but also considers the impact of those factors in determining the user base that is appropriate.

This study indicates that Economic Value has a significant, long-term impact on the adoption of online transportation, resulting in the rejection of kelima hypotheses. The research findings are consistent with those of Ginting & Shinta, (2019) This study indicates that Economic Value has a significant, long-term impact on the adoption of online transportation, resulting in the rejection of kelima hypotheses. The research findings are consistent with those of Ginting & Shinta (2019), who state that affordable prices along with several clear and effective promotions across each piece of information make users more receptive and less likely to become frustrated when using the application. Through this online transportation application, there are numerous concerns that need to be addressed in order to determine whether to use the application or not. This is because the online application has a diskon that causes users to feel uneasy about the transactions they are making.

Indicate that the Economic Value has a direct impact that is significant on users' decision to use online transportation, leading to the rejection of the hypothesis. This study's findings are consistent with research conducted by Jaiswal & Singh, (2020) which states that discon appears to influence consumers' willingness to purchase goods, food, or beverages. Diskon and promotions are economic terms that have a positive impact on customers' willingness to use online transportation applications.

This study indicate that the negative impacts of online transportation use on users' attitudes result in long-term (direct) consequences, leading to the rejection of hypothesis seventh. During the process of developing a policy, it is important to consider the most important factors or factors that influence the policy, such as the conditions in which the policy is implemented, human resources available for implementation, occurrences of events, ketidakpastian, and risk, in order to determine the policy. Pelanggan's ability to generate accurate proposals using reliable information can assist them in producing appropriate proposals.

CONCLUSION

Based on the results and analysis that have been completed, it can be concluded that customization and economic value have direct effects that have an impact on the reasons why people use online transportation and their inclination to use it, while security only has direct effects that have an impact on the reasons why people use online transportation and the reasons why people use online transportation have direct effects that have an impact on the reasons why people use online transportation.

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