EXPLORING THE INTENTION FACTORS OF USING ONLINE TRANSPORTATION IN JAKARTA WITH MULTIPLE REGRESSION

Menjelajahi Faktor-faktor Tujuan Menggunakan Transportasi Online di Jakarta dengan Regresi Ganda

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ABSTRACT

There is still a gap in explaining the factors that influence the desire to use online transportation, especially for users from generation X and generation Y who use measurement variables of service quality, satisfaction, and government policies to be the background for this research. In addition, lifestyles surrounded by trends and popularity, for example in big cities, also shape buying patterns, especially among younger age groups. This study aims to explain and analyze the factors that influence the desire to use online transportation for users who come from generations X and Y in Jakarta. This quantitative research uses multiple regression models with Statistical Package for Social Science (SPSS) analysis tools 25. By using surveys and questionnaires compiled on a Likert scale of 1-5 on 180 respondents, this study explains that the quality of services provided by transportation service providers online influences the desire of generation X and Y in Jakarta to use online transportation. Furthermore, the results of this study explain that the overall satisfaction felt by users from generations X and Y in Jakarta has no effect on the desire to use online transportation itself. Third, the results of this study explain that government policy has no effect on the desire to use online transportation from generations X and Y in Jakarta. Simultaneously this study explains the results where the quality of services provided by online transportation service providers, perceived overall satisfaction, and government policies regarding online transportation influence the desire of generation X and Y in Jakarta to use online transportation. Dynamic competition also provides input on other variables that need to be used for previous research, such as the form of marketing strategies undertaken or the communication skills of driver partners as part of the company's human resources.

Keywords: online transportation, quality of service, policy

ABSTRAK

Masih adanya gap dalam menjelaskan faktor-faktor yang memperngaruhi keinginan menggunakan transportasi online khususnya pada pengguna dari generasi X dan generasi Y yang menggunakan variabel pengukuran kualitas layanan, kepuasan dan kebijakan pemerintah menjadi latar belakang penelitian ini dilakukan. Ditambah lagi gaya hidup yang dikelilingi oleh tren dan polularitas misalnya di kota-kota besar juga turut membentuk pola pembelian masyarakat, khususnya pada kelompok dengan usia muda. Penelitian ini bertujuan untuk menjelaskan dan menganalisis faktor-faktor yang mempengaruhi keinginan menggunakan transportasi online bagi pengguna yang berasal dari generasi X dan Y di Jakarta. Penelitian kuantitatif ini menggunakan model regresi berganda dengan alat analisis Statistical Package for Social Science (SPSS) 25. Dengan menggunakan survey dan kuesioner yang disusun dengan skala likert 1-5 pada 180 responden, penelitian ini menjelaskan bahwa Kualitas layanan yang disediakan oleh perusahaan penyedia jasa transportasi online berpengaruh terhadap Keinginan generasi X dan Y di Jakarta untuk menggunakan transportasi online. Selanjutnya hasil penelitian ini menjelaskan bahwa

Kepuasan menyeluruh yang dirasakan oleh pengguna yang berasal dari generasi X dan Y di Jakarta tidak berpengaruh terhadap Keinginan untuk menggunakan transportasi online itu sendiri. Ketiga, hasil penelitian ini menjelaskan bahwa Kebijakan pemerintah tidak berpengaruh terhadap Keinginan untuk menggunakan transportasi online dari generasi X dan Y di Jakarta. Secara simultan penelitian ini menjelaskan hasil dimana Kualitas layanan yang disediakan oleh perusahaan penyedia jasa transportasi online, Kepuasan menyeluruh yang dirasakan, dan Kebijakan pemerintah mengenai transportasi online berpengaruh terhadap Keinginan generasi X dan Y di Jakarta untuk menggunakan transportasi online. Persaingan yang bersifat dinamis juga memberikan masukan terhadap variabel-variabel lain yang perlu digunakan untuk penelitian sebelumnya seperti bentuk strategi pemasaran yang dilakukan ataupun kemampuan komunikasi mitra pengemudi sebagai bagian dari sumber daya manusia yang dimiliki perusahaan.
Kata Kunci: transportasi daring, kualitas layanan, kebijakan

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INTRODUCTION

The emergence and disappearance of players in the online transportation industry in Indonesia means that selection because of competitive competition is inevitable. Currently there are only two big players in the online transportation service sector, namely Gojek and Grab. The injection of funds into the company's capital has made these two companies even more strengthening their foundations and competitive strategies. Even when the discourse regarding the merger of these two companies emerged (Sukarno, 2020; Thomas, 2020) in fact it did not reduce the company's actions to continue to prove the best service provided to users. In fact, this quality service does not only include an application system that is updated regularly but also to the screening of driver partners who meet the minimum requirements of company standards. Afandi, Marzuki, & Sari (2019) in their research explain the strength factors possessed by Grab and Gojek in Bandar Lampung, Indonesia. In this regard Grab is considered to have a higher standard in terms of service delivery. In addition, Grab is considered to have a higher standard in accepting driver-partners. Meanwhile, Gojek has more advantages in terms of ease of use of the application. In addition, Gojek is also considered to have advantages in the aspect of availability of a relatively large number of driver partners. Apart from the strength's aspects of each online transportation service provider, the weakness aspects are also emphasized in this study. Grab has a weakness, namely the lack of communication ties between users and driver partners. Meanwhile, for Gojek, the weakness lies in the aspect that bad behavior is still found as a driver-partner. These weaknesses can be a particularly important input for online transportation companies to continue to provide quality and consistent services.

Meanwhile, Lutfi (2019) in his research on the analysis of Strength, Weakness, Opportunity and Threads (SWOT) emphasized ten aspects that are the weaknesses of Gojek in Indonesia. These aspects include fluctuating rates, subjective user ratings, rain-prone for 2-wheeled Gojek, smooth orders and message acceptance depending on the quality of the device and the internet speed of the driver partner, unable to choose a driver partner, user data can be misused, driving knowledge tends to be low, and frequent application disruptions. Looking at these aspects theoretically, the concept can be classified into sections of Service Quality and Customer Satisfaction. To support the success of service quality, there is an intervention in the role of the government as a regulator and supervisor of competition in the land transportation sector, including online transportation. Not to mention the user character factor that comes from a certain generation group. Lifestyles surrounded by trends and popularity, for example in big cities, also shape purchasing patterns, especially among the younger age group (Lissitsa & Kol, 2016). Apart from being influenced by trends and popularity of easy groups such as millennials, it is also

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influenced by the dynamic development of information and communication technology (Valentine & Powers, 2013). This has an impact on adjustments or changes in the group's behavior patterns in making purchases (Moreno, Lafuente, Carreón, & Moreno, 2017).

Based on the explanation above, identify the problem in this study, namely that there is still a gap in explaining the factors that influence the desire to use online transportation, especially for users from generation X and generation Y who use variables measuring service quality, satisfaction and government policies either partially or partially. simultaneously. Therefore, this study aims to explain and analyze the factors that influence the desire to use online transportation for users who come from generations X and Y in Jakarta.

Service Quality

In the service industry, service quality is an important factor in the success of a company's business. Service quality itself can be explained as consumer perceptions about the process of delivering company products / services. In general, service quality consists of five dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy (Awasthi, Chauhan, Omrani, & Panahi, 2011). There are several studies that explain the measurement of service quality, especially services that are integrated with information technology. AlSondos & Salameh (2020) uses the dimensions of Perceived Ease of Use and Perceived Cognitive Control in measuring Customer Perceived Service Quality. This study uses indicators of ease of use of applications, ease of searching for information on application content, applications that are easy to understand, user-friendly, applications used are stable (consistent) in repeated use. Furthermore, to measure Perceived Cognitive Control, this study uses indicators of the user knowing the steps for using the application, knowing the duration of the application use process, and knowing the information that will be displayed next. Silalahi, Handayani, & Munajat (2017) use more complex measurement criteria in explaining the quality of service on online transportation such as Gojek. These indicators are the appearance of the design in the application, the reliability of

the content in the application, responsiveness, trust, personalization, risk, perceived cognitive, confidentiality of customer data, compensation, service contacts, price information, timeliness, and valence. Christian, Jasfar, & Hady (2021) in their research explain service quality by using dimensions measuring the ease of use of online transportation applications, application views, responsiveness to application responses, updates or adjustments to applications and service guarantees. This study succeeds in explaining that overall, these dimensions can influence user behavior in using online transportation even though the dimension of responsiveness is unable to influence the behavior of users of online transportation in Jakarta. Meanwhile, this study uses measurements of service quality conducted by Mugion, Toni, Raharjo, Pietro, & Sebathu (2018), namely feelings of safety and comfort in using online transportation, waiting time, application system reliability, and travel time that applies both to transportation. 2 wheels and 4 wheels. Furthermore, research conducted by Sumaedi, Bakti, & Yarmen (2012) and Rahadianto, Maarif, & Yuliati (2019) explains that service quality in the field of transportation services has an influence on user behavior to use a type of transportation mode. However, the condition with information technology continues to develop where online transportation is very dependent on the ability to optimize applications and depends on the ability of users to be able to adopt a form of technology (Christian & Agung, 2020) into interrelated factors. For this reason, it is still necessary to conduct a study in the present regarding the extent to which the quality of online transportation services affects user desires, especially with specific user characteristics to use online transportation. Based on the explanations that have been elaborated, the researcher builds the following hypothesis:

H1: Service quality affects the intention to use online transportation.

Satisfaction

Sanny, Larasathy, Claudia, & Widarma (2019) in their research use user behavior, customer innovation, user experience, user interface, and perceived convenience in explaining usage satisfaction.

This study specifically emphasizes the comfort factor of customers using online transportation in Indonesia. The aspect of customer convenience in this study also describes convenience in terms of payment transactions that can be done quickly and easily compared to conventional transportation. Meanwhile, Yudhistira (2019) involves user personal factors in measuring customer satisfaction. This study uses the dimensions of measuring the quality of products and services, customer emotional factors and price factors. The results of this study explain that these aspects of service quality strongly influence online transportation user satisfaction in Denpasar. This customer satisfaction can have an impact on the desire to use the next online transportation. Candra, Valtin, & Agustine (2019) explain that overall satisfaction is an assessment of the overall satisfaction of using electronic services. In this study, several aspects were used to measure satisfaction, namely the level of pleasure in using the service, the level of satisfaction in the services provided, the level of positive experiences experienced, the expectations that were successfully fulfilled, and the benefits that were successfully obtained from the use. In the context of long-term use, this study has succeeded in proving that the role of satisfaction can be a good mediator for the delivery of quality services to online transportation customers in Jabodetabek. Meanwhile, Santoso & Nelloh (2017) in their research used four aspects in measuring online transportation user satisfaction in Jakarta. These aspects are convenience, social benefits, economic benefits, and sustainability. The results of this study are quite interesting in explaining the satisfaction variable in which the convenience, economic benefits have an impact on customer satisfaction, while the social benefits and sustainability aspects are still considered to have less impact on customer satisfaction. Therefore, there is still a need for further studies regarding the satisfaction variable in using online transportation. Based on the explanations given above, the researcher built the next hypothesis, namely:

H2: Overall satisfaction affects the intention to use online transportation.

Government Policy

As one of the countries with the fastest and massive development of online transportation in the world, Indonesia has established a series of rules and policies that regulate online transportation. Christian & Rembulan (2020) adopting Jain & Goel (2012) using aspects of minimum service quality standards, tariff regulation, control of competition, and consumer protection agencies regarding the use of online transportation. In this study, it is explained that the long-term use behavior of online transportation is influenced by the government as a regulator and policy maker. This also explains that online transportation users in Indonesia also see the role of the government in regulating and supervising competition, especially about tariffs. This prevents injustice against fellow online transportation modes or conventional transportation modes. This is in line with the views of Daziano & Bolduc (2013) where users only need to consider matters related to the services provided by online transportation provider companies, especially justice for users and healthy competition in the transportation sector. Research is even specifically able to explain the influence of the participation of the Indonesian government in shaping the desire to reuse online transportation. This study uses measurement aspects, namely the legal status of online transportation in Indonesia, user compliance when there is a ban on using online transportation and regulations that support online transportation. In the legal aspect, Bidari (2018) explains that the need for government readiness to welcome and regulate and supervise the development of online transportation in Indonesia. Competitive and dynamic competition adds to the complexity of the aspects that must be regulated in the form of applicable regulations or policies. Therefore, each of these aspects of policy really needs to be used for studies related to user behavior in using online transportation. Thus, the researcher builds the next hypothesis in this study, namely:

H3: Government policy affects the intention to use online transportation.

As explained above, the existing aspects, namely the quality of services

provided by online transportation service providers, the overall satisfaction felt by users, and government policies are very possible to be integrated together in shaping user behavior in using online transportation. This has indirectly been explained by Sumaedi et al., (2012) and Rahadianto et al., (2019) which explain the role and satisfaction and quality of service towards the intention of using online transportation. Likewise, with Christian & Rembulan (2020) which also explains these two aspects coupled with the role of government policies that have succeeded in explaining long-term use behavior of online transportation. However, this study also emphasizes that government policies are not successful as a mediator between service quality and long-term use. Therefore, it is necessary to conduct a study involving government policy as a variable that is simultaneously involved with the variable service quality and user satisfaction. Thus, the researcher uses this hypothesis as the final hypothesis, namely:

H4: Service quality, overall satisfaction and government policies simultaneously affect the intention to use online transportation.

METHODS

This study uses quantitative methods with multiple regression models with one dependent variable (Intention to Use) and three independent variables (Service Quality, Overall Satisfaction, and Government Policy). The service quality variable consists of ten items, namely a feeling of safety when using both 2 and 4 wheels, a comfortable feeling when using 2-wheeled and 4-wheeled online transportation, reasonable waiting time for online transportation both 2-wheeled and 4-wheeled, reliability of online transportation application systems. both to order 2 wheels and 4 wheels, and the appropriate travel time for both 2-wheeled and 4-wheeled online transportation. provided. Furthermore, government policy variables are measured using 5 indicators, namely transparency of online transportation standards, minimum standards of online transportation quality, tariff regulation, control of online transportation competition, and consumer protection agencies against the use of online

transportation. The dependent variable, namely the desire to use online transportation, is measured using 3 indicators, namely continuing to use online transportation, the belief that you will continue to use online transportation and will replace private vehicles with online transportation.

With multiple regression models, this study has three hypotheses partially and one hypothesis that explains the relationship simultaneously as shown in Figure 1. The instrument used in this study was a questionnaire with a Likert scale of 1 (Strongly Disagree) to 5 (Strongly Disagree). Agree). The analytical tool used in this study is the Statistical Package for Social Science (SPSS) version 25. The population in this study are individuals in Jakarta who have experience in using online transportation. To accommodate the representativeness of this unknown population, criteria and sample size were determined. The sample in this study were users of online transportation in Jakarta (West Jakarta, North Jakarta, Central Jakarta, East Jakarta, South Jakarta) who came from generation X and generation Y.To determine the number of samples used the formula approach from Hair, Black, Babin, & Anderson (2014) where to determine the number of samples can be determined by multiplying the number of indicators in the study by 5 to 10. The number of indicators in this study were 21 items. Thus, the number of samples that are suitable for use is as many as 105 samples to 210 samples. Of the 228 questionnaires that were received, there were 186 questionnaires (81.57%) that deserved to be processed. However, in the sampling technique in the field, this study uses a cluster technique which divides the number of respondents into certain criteria groups, namely areas (West Jakarta, North Jakarta, Central Jakarta, East Jakarta, South Jakarta) and generations (X and Y). Therefore, the final number determined as the sample in this study was 180 samples. In analyzing the results of the data, this study will perform several tests such as validity and reliability tests, classical assumption tests, and hypothesis testing. In this study, three hypotheses have been built to explain the effect partially and one hypothesis that will explain the effect between variables simultaneously.
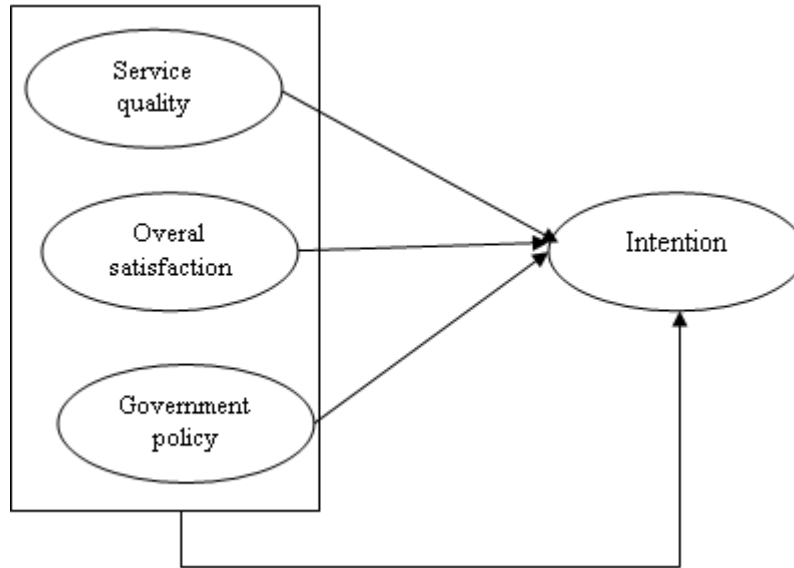
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Figure 1. Research paradigm
Source: researchers, 2021

RESULTS AND DISCUSSION

Respondents socio-demographic

Table 1 shows the information regarding the socio-demographics of the respondents in this study. In this study, respondents who were dominant were 96 women (53.3%) then men as many as 84 respondents (46.7%). These results indicate almost equal representation between female respondents and male respondents. Furthermore, from the Generation criteria, this study consisted of each of 90 respondents from generation X and generation Y or 50% each. These results are based on determining the criteria that are balanced between generations of online transportation users. This is expected to provide a balanced representation of the two generations of online transportation users. Based on the job criteria, this study consisted of dominant respondents from student backgrounds, namely 84 respondents or 46.7% and followed by respondents with private employee backgrounds, namely 68 respondents or 37.8%. Furthermore, 13 respondents came from Civil Servants (PNS) or 7.2%, 10 housewives (5.6%) and the smallest is Entrepreneurs as many as 5 respondents (2.8%). Based on the most frequently performed ordering area criteria, this study, as previously described, uses a balanced number to provide an equal representation of the criteria for the storage area. Thus, the area of online transportation ordering in this study consists of 36 respondents (20%) each for West Jakarta, Central Jakarta, South Jakarta, East Jakarta, and North Jakarta.

Table 1. Respondents socio-demographic

Description	Total (n=180)	% (n=100%)
Gender		
Male	84 respondents	46.7
Female	96 respondents	53.3
Generation		
X	90 respondents	50
Y	90 respondents	50
Profession		
Housewife	10 respondents	5.6
General employees	68 respondents	37.8

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College student	84 respondents	46.7
Civil servants	13 respondents	7.2
Entrepreneur	5 respondents	2.8
Order area		
West Jakarta	36 respondents	20
Central Jakarta	36 respondents	20
South Jakarta	36 respondents	20
East Jakarta	36 respondents	20
North Jakarta	36 respondents	20

Source: processed by researchers, SPSS 25.0, n=180

Reliability and validity test

Before conducting data analysis, it is necessary to test the reliability and validity of the research data. Table 2 shows of the 21 items in this study, Cronbach's alpha on each variable, namely service quality 0.919, total satisfaction 0.885, government policy 0.890, and desire to use 0.892. The reliability results of each of these variables can be said to be valid because this figure is above 0.7. To explain validity, it can be determined if Cronbach's alpha number is> 0.7 (Christian, Purwanto, & Wibowo, 2020).

Tabel 2. Reliability test

Variable	Cronbach's alpha	N of item
Service quality	0.919	10
Overall Satisfaction	0.885	3
Government policy	0.890	5
Intention to use	0.892	3

Source: SPSS 25.0, n=180

Furthermore, in table 3 shows the results of the validity of each item in this study. To determine reliability, it is seen from the results of the Pearson correlation, where this result must be greater than the r-table (Christian et al., 2020). The r-table number itself can be determined by looking at the r-table with the provisions df-2 so that the r-table number is 0.1463. The service quality variable shows the Pearson Correlation number for each indicator is greater than the r-table, namely KL1 = 0.701; KL2 = 0.688; KL3 = 0.682; KL4 = 0.592; KL5 = 0.549; KL6 = 0.658; KL7 = 0.683; KL8 = 0.619; KL9 = 0.685; and KL10 = 0.633. Furthermore, for the overall satisfaction variable, the Pearson Correlation number for each indicator is greater than the r-table, namely KM1 = 0.848; KM2 = 0.849; and KM3 = 0.825. The government policy variable also shows the Pearson Correlation number for each indicator is greater than the r-table, namely KBP1 = 0.874; KBP2 = 0.913; KBP3 = 0.856; KBP4 = 0.393; and KBP5 = 0.208. In the last variable, namely the desire to use online transportation, the Pearson Correlation number for each indicator is greater than the r-table, namely INTP1 = 0.834; INTP2 = 0.870; and INTP3 = 0.813. Thus, the overall results in table 3 explain that all indicators in this study are valid. With this result, the next test can be continued.

Table 3. Validity test

Indicator	Pearson correlation*	Result
KL1	0.701	valid
KL2	0.668	valid
KL3	0.682	valid
KL4	0.592	valid
KL5	0.549	valid
Kl6	0.658	valid
KL7	0.683	valid

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KL8	0.619	valid
KL9	0.685	valid
KL10	0.633	valid
KM1	0.848	valid
KM2	0.849	valid
KM3	0.825	valid
KBP1	0.874	valid
KBP2	0.913	valid
KBP3	0.856	valid
KBP4	0.393	valid
KBP5	0.208	valid
INTP1	0.834	valid
INTP2	0.870	valid
INTP3	0.813	Valid

*pearson coreelation>0.1463
Source: SPSS 25.0, n=180

Classic assumption test

The next test before doing data analysis is to do the classical assumption test. In this study, several classical assumption tests were carried out, namely normality, multicollinearity, heteroscedasticity, and linearity. The normality test in this study used the P-Plot test. By looking at the distribution of points around the diagonal line, it can be explained that the data is normally distributed (Fensi & Christian, 2018). Figure 2 below shows that the dots spread out around the diagonal line. Thus, based on these results it can be explained that the data in this study were normally distributed.
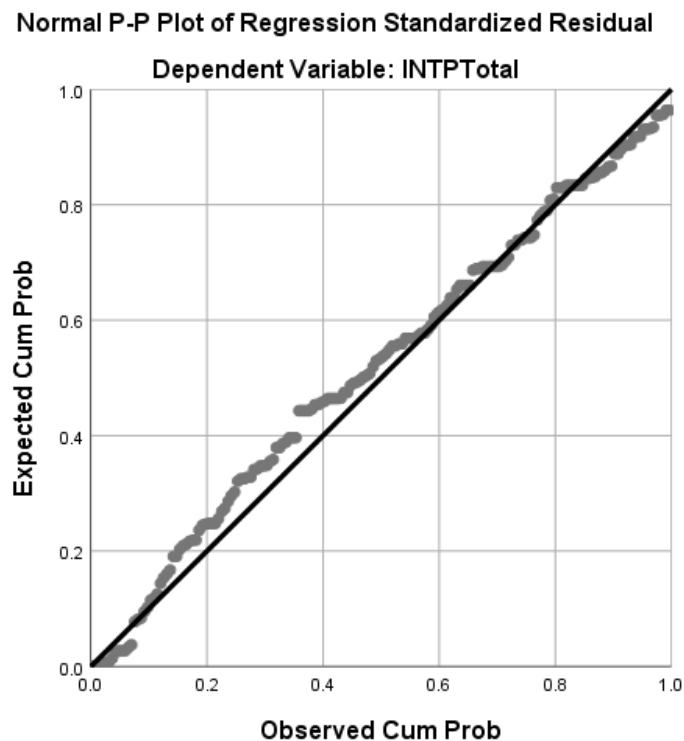

Figure 2. Normality Test, P-Plot Method
Source: SPSS 25.0, n=180

The next test on the classical assumptions in this study is to carry out the multicollinearity test. This test aims to check whether the regression model has a correlation between the independent variables. To determine whether multicollinearity symptoms occur, look at the tolerance and Variance Inflation Factor (VIF) results. The expected regression result is that there is no correlation between the independent variables. For this reason, if the tolerance result is greater than 0.1 and VIF is less than 10, it can be said that multicollinearity does not occur (Christian, 2018). Based on table 4 below, it explains that the service quality independent variable has a tolerance number of 0.465 and a VIF of 0.372. The next independent variable, namely Overall Satisfaction, has a tolerance of 0.372 and a VIF of 2.688. The government policy variable has a tolerance number of 0.554 and a VIF of 1.806. With the tolerance results for the three independent variables which show a number above 0.1 and VIF for all variables showing a number below 10, it can be explained that there is no multicollinearity symptom for all independent variables.

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Service quality	.465	2.151
Overall Satisfaction	.372	2.688
Government policy	.554	1.806

Source: SPSS 25.0, n=180

The next classical assumption test in research is the heteroscedasticity test. The purpose of the test is to check whether the residual variances are similar or different. The expected result in this test is that there is no heteroscedasticity or in other words the formation of homoscedasticity. One of the heteroscedasticity test methods using the Scatterplot is by looking at the points on the scatterplot spread (Fensi & Christian, 2018). Based on Figure 3 which shows a scatterplot image, it can be explained that there are no symptoms of heteroscedasticity so that the next test can be done.
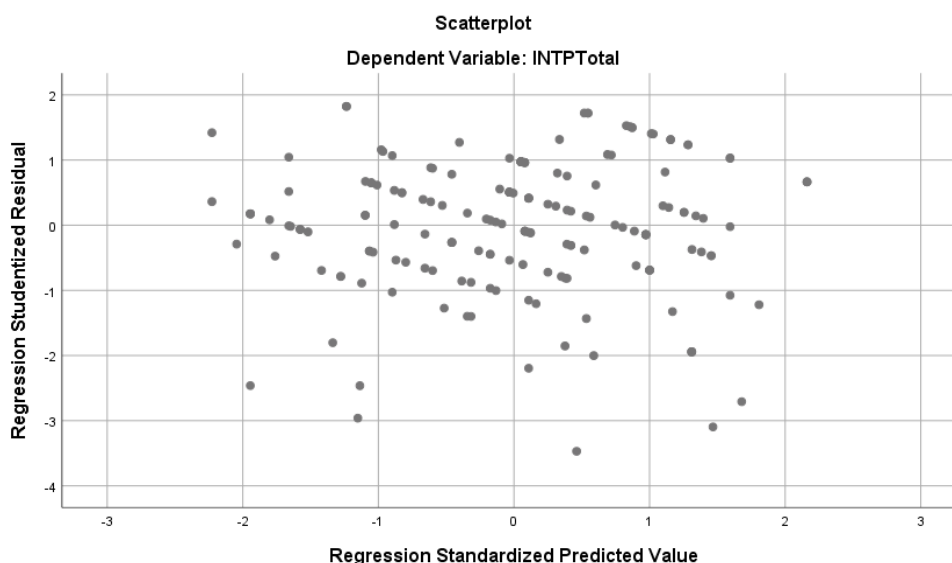

Figure 3. Heteroscedasticity Test, Scatterplot Method
Source: SPSS 25.0, n=180

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Furthermore, in this study, a linearity test was carried out to check whether there was a linear relationship between the two variables, namely the independent variable and the dependent variable. There is a linear relationship between variables if the Deviation from linearity has a calculated F number smaller than F count and a sig number greater than 0.05 (Wawoluamay, Sunarto, & Wulandari, 2016). To determine the value of F table, you can look at table F with the provisions df1 = k-1 and df2 = n-k so that df1 = 3 and df2 = 176. From this result, the F-table value is 2.66. Table 5 shows the ANOVA Table to detect whether there is linearity between variables. This table shows the relationship between the independent variables of service quality and the dependent variable the intention to use online transportation has an F number of 1.133 (<2.66) and a Sig value of 0.318 (> 0.05). In the relationship between the independent variables, overall satisfaction with the dependent variable, the desire to use online transportation has an F number of 1.191 (<2.66) and a Sig value of 0.315 (> 0.05). Furthermore, on the relationship between the independent variable government policy on the dependent variable the desire to use online transportation has an F number of 1.399 (<2.66) and a Sig value of 0.209 (> 0.05). Based on these results, it can be explained that the first is that there is a significant linear relationship between the overall satisfaction variable and the desire to use online transportation. Second, there is a significant linear relationship between the overall satisfaction variable and the desire to use online transportation. Furthermore, the third, there is a significant linear relationship between the overall satisfaction variable and the desire to use online transportation.

Table 5. Linearity test

ANOVA Table		
Deviation from Linearity	F	Sig.
The intention to use * Quality of service.	1.133	0.318
The intention to use * Overall satisfaction.	1.191	0.315
The intention to use * Government policy	1.399	0.209

Source: SPSS 25.0, n=180

Coefficient of Determination

In this study, the measurement of the coefficient of determination was also carried out which aims to examine the magnitude of the influence that exists from the independent variables on the dependent variable used in this study. Table 6 below shows the coefficient of determination that occurred in this study by looking at the R-Square value. The table shows the number on the R-Square of 0.296. This explains that the independent variables in this study, namely service quality, overall satisfaction, and government policies succeeded in explaining the relationship to the dependent variable by 29.6%. There is 70.4% influence of other independent variables that are not used in this study to explain the dependent variable the desire to use online transportation.

Table 6. Coefficient of determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544[a]	.296	.284	1.92212

a. Predictors: (Constant), KBPTotal, KLTotal, KMTotal
b. Dependent Variable: INTPTotal

Source: SPSS 25.0, n=180

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Hypothesis testing

Hypothesis testing in this study was carried out by examining partially and simultaneously. This hypothesis test is done by comparing the results on Sig and t for the partial effect and F for the simultaneous effect. The number on the Sig is less than 0.05 and the t-count is greater than the t-table or the F-count is greater than the F-table, so the results explain that there is an influence between the variables which is the hypothesis (Indriyarti & Christian, 2020). Table 7 below shows the results of the hypothesis either partially or simultaneously. Based on these results, it can be explained that Hypothesis 1 is accepted with t = 4.123 and Sig = 0.000. The next result is rejecting Hypothesis 2 with the result t = 1.492 with Sig = 0.138. The third result is rejecting Hypothesis 3 with the result t = 0.697 and Sig = 0.487. The last result is to accept Hypothesis 4 with the result F = 24.705 and Sig = 0.000.

Table 7. Hypothesis testing

Hypothesis	t	F	Sig	Result
Hypothesis 1	4.123	-	0.000	Accept H1
Hypothesis 2	1.492	-	0.138	Reject H2
Hypothesis 3	0.697	-	0.487	Reject H3
Hypothesis 4	-	24.705	0.000	Accept H4

Source: SPSS 25.0, n=180

Hypothesis 1

The results in table 7 show that service quality affects the desire to use online transportation for generations X and Y in Jakarta. These results explain that the aspect of feeling safe in using online transportation has an influence on the desire of users to reuse online transportation. This sense of security includes the ability of the driver-partner to drive on the road. Driver partners are not only required to be able to drive their vehicle at a certain speed but also to comply with existing traffic signs. Not a few driver partners who drive at high speeds on the grounds of catching up. However, this can harm the user and create insecurity. Therefore, it is necessary to always apply government regulations in driving as well as apply the driving speed standards of the company. In addition, the aspect of compliance with traffic signs is also an important aspect that must be obeyed by driver partners. In addition to the aspect of feeling safe, the aspect of feeling comfortable in driving is also an important factor for driver partners and online transportation provider companies. Driver-partners' knowledge in choosing a faster and safer lane can help build a sense of comfort for users. Besides that, communication skills (honest, polite, and ethical) are also important points that can make users comfortable. In addition, driving equipment such as helmets is a major safety factor that can provide comfort for users during the trip. The next aspect of this variable is a reasonable waiting time. This explains that the driver-partners' readiness to go straight to the pick-up point after receiving an order is a factor in user comfort. Waiting for a long time or even being canceled after waiting can be detrimental to the user's convenience at the start of the process and can result in a bad experience. Smoothness in using applications is also an important factor in shaping user comfort. Frequent application errors, even more so when the time is most needed it can make user ratings bad. The last thing that plays an important role in this variable is travel time. Users choose online transportation, especially 2-wheelers, one of which is to get a short travel time as planned. Therefore, the knowledge factor of road control in Jakarta can also support the achievement of travel time consistently. The results of this hypothesis are in line with the results of research conducted by Mugion et al., (2018). The results of this study also overall support the research results of Pasharibu, Paramita, & Febrianto (2018) although specifically the price factor which is part of service quality does not affect the behavior of online transportation users.

Hypothesis 2

The results in table 7 show that overall satisfaction has no effect on the desire

to use online transportation for generations X and Y in Jakarta. These results explain that in the service concept that uses information technology such as applications, satisfaction is not a factor that can directly shape reuse. The availability of attractive options offered by competitors or other modes of activity is often an obstacle to consistent satisfaction in the long run. Satisfaction in this case is only formed for a moment, namely when the service is provided, or the service is completed. After this stage, satisfaction can easily fade and disappear so that it does not become a memory in the user's memory. Therefore, the measurement indicators in this variable such as feeling satisfied with online transportation services, both 2-wheeled and 4-wheeled, mean that the feeling of being satisfied with all aspects of the service is provided, starting from ordering until the service is completed. However, once again, this may not last long. Commitment needs to be made by the company to create sympathy for users so that users get an approach that seems to be personal. In addition, the overall satisfaction aspect also relates to the reliability of the application system. With the diversity of existing devices and the increasingly sophisticated technology supporting online transportation ordering applications, ensuring the application system runs smoothly, especially during peak hours with high demand, is a sensitive matter for users. The results of this hypothesis are in line with the results of research conducted by Hussein & Hapsari (2014), but reject the research problems developed by Widjaja, Astuti, & Manan (2019) even though the results of their research also emphasize aspects of improving the performance of driver partners as an effort to optimize orientation. customers to shape satisfaction and positive usage behavior.

Hypothesis 3

The results in table 7 show that government policies have no effect on the desire to use online transportation for generations X and Y in Jakarta. These results explain that the role of the government through policies and regulations related to online transportation does not seem to have a significant impact on user behavior in using online transportation in Jakarta. This generation of groups seems to consider the

quality of services more than government policies, although the quality of services provided is often a reflection or a derivative of the quality standards set by the government. In this case, the company is more successful in forming the company's standard image compared to the regulatory standards from the government. Standards in this aspect include standard transparency applied to online transportation. At present, although it is rare to hear about conflicts between conventional modes of transportation and online modes of transportation, the transparency aspect of online transportation operational standards regulations should continue to be studied and conveyed to the public. This will provide information and insights not only to users but to drivers who are competitors to online modes of transportation. Apart from that, other aspects such as minimum standards of quality for online transportation such as vehicle conditions and safety fittings must also be emphasized always be available. Nowadays, it is rare to find driving equipment available compared to the early days of online transportation, such as headgear and masks. The role of the government as a regulator and supervisor in the transportation sector must also promote transparency and tightening the basic standards of safety and user comfort. If indeed the equipment must be available, then it should be disseminated and emphasized to online transportation provider companies. The results of this hypothesis reject the results of research conducted by Christian & Rembulan (2020) where research supports the role of the government with all policies and regulations made regarding online transportation also supports not only regular users to driver partners and online transportation provider companies.

Hypothesis 4

The results in table 7 show that service quality, overall satisfaction and government policies simultaneously influence the desire to use online transportation for generations X and Y in Jakarta. As an integrated supporting part, these three variables can have an impact on user behavior in using online transportation. Thus, the user's desire to continue using online transportation can continue to be formed. In addition, the success of companies and governments in

carrying out their roles can shape users to have the confidence that online transportation is a mode of land transportation that can be both an option and at the same time reliable. It is not impossible that more and more people will choose online transportation as the main vehicle to replace private vehicles. The results of this hypothesis are in line with the results of research conducted by Christian & Rembulan (2020). The results of the study further reinforce the concept that all factors related to online transportation use behavior must be carried out thoroughly and simultaneously.

CONCLUSION

Based on the results and discussion above, the conclusions in this study can be explained in several points. First, the quality of services provided by online transportation service providers affects the desire of generation X and Y in Jakarta to use online transportation. Second, the overall satisfaction felt by users from generations X and Y in Jakarta has no effect on the desire to use online transportation itself. Third, government policy has no effect on the desire to use online transportation from generations X and Y in Jakarta. Furthermore, fourth, the quality of services provided by online transportation service providers, perceived overall satisfaction, and government policies regarding online transportation influence the desire of generation X and Y in Jakarta to use online transportation. This result also explains that satisfaction is not a determining factor in the desire of users from generations X and Y to use online transportation along with the availability of various alternative modes of transportation, both online and conventional. Therefore, to shape user behavior to want to use transportation, online transportation service providers must pay attention to offers from competitors to users, for example in the form of price promotions or membership appreciation to be given special facilities, for example getting a discount for a certain number of orders. Dynamic competition also provides input on other variables that need to be used for previous research, such as the form of marketing strategies undertaken or the

communication skills of driver partners as part of the company's human resources.

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