

THE EFFECT OF PRICE AND QUALITY OF SERVICE ON REPURCHASING INTEREST USING TRANSPORTATION SERVICES MAXIM IN BANDAR LAMPUNG

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Abstract

In today's modern era, people have various activities and to meet the needs of these activities, people need transportation as a supporting tool or tool in carrying out their activities. Currently, there are many online transportation service providers known as Go-Jek, Grab and Maxim. All provide almost the same service starting from delivering people at different costs but with the same ordering system, namely ordering by telephone or website. The purpose of this study is to determine whether price and service quality have an influence on repurchase interest in using transportation services in Bandar Lampung. The type of research used is quantitative by using 96 samples of consumers who use Maxim online transportation services in Bandar Lampung. Based on research, it shows that price and service quality have a partial influence on buying interest in users of Maxim online transportation services in Bandar Lampung. Price and Service Quality have a simultaneous influence on buying interest in users of maxim online transportation services in Bandar Lampung.

Keywords : Price, Service Quality, re-buy interest

Abstrak

Dalam era modern saat ini masyarakat mempunyai aktivitas yang beragam dan untuk memenuhi kebutuhan aktivitas tersebut masyarakat memerlukan adanya transportasi sebagai alat penunjang atau alat bantu dalam melakukan aktivitasnya. Saat ini sudah banyak penyedia jasa transportasi online yang dikenal dengan nama Go-Jek, Grab maupun Maxim. Semua memberikan pelayanan yang hampir sama mulai dari mengantarkan orang dengan biaya yang berbeda-beda namun dengan sistem pemesanan yang sama yaitu pemesanan melalui aplikasi telepon genggam maupun website. Tujuan dalam penelitian ini yakni untuk menguji apakah harga dan kualitas pelayanan memiliki pengaruh terhadap minat ulang pembelian menggunakan jasa transportasi maxim di Bandar Lampung. Jenis penelitian yang digunakan yakni kuantitatif dengan menggunakan 96 sampel konsumen pengguna jasa transportasi online maxim di Bandar Lampung. Berdasarkan hasil penelitian menunjukkan harga dan kualitas pelayanan memiliki pengaruh secara parsial terhadap minat beli ulang terhadap pengguna jasa transportasi online maxim di Bandar Lampung. Harga dan Kualitas Pelayanan memiliki pengaruh secara simultan terhadap minat beli ulang terhadap pengguna jasa transportasi online maxim di Bandar Lampung.

Kata Kunci : Harga, Kualitas Pelayanan, Minat Beli Ulang.

I. INTRODUCTION

1.1 Background

In today's modern era, people have various activities and to meet the needs of these activities, people need transportation as a supporting tool or tool in carrying out their activities. To support these activities so that they can run smoothly, a transportation system is needed to facilitate daily activities. Currently, there are many online transportation service providers known as Go-Jek, Grab and Maxim. All provide almost the same service, starting from delivering people at different costs but with the same ordering system, namely ordering through mobile phone applications or websites. The increasing number of drivers and the prices offered are so pampering for passengers, making online-based transportation services increasingly in demand from time to time.

One of the transportations that people are interested in today is online motorcycle taxis. Ojeks, which initially looked for passengers only at the ends of the road, have now transformed into technology-based motorcycle taxis so that people who use motorcycle taxi services can carry out their activities more practically. Online motorcycle taxis are accepted quickly among the public due to ordering through an easy and practical application as well as a wide selection of services provided so that they are able to meet the needs of the community in the field of transportation services.

With the existence of similar companies engaged in online transportation and the many alternative choices of online transportation services, this makes competition in attracting people's interest to use the online transportation services used. Consumers will be more selective in choosing online transportation services. Consumers will choose one of the alternative options according to what they want. Anticipating this situation, online transportation companies are competing to offer relatively affordable prices for the community.

In the existing literature, research related to the effect of price on repurchase intention has been carried out by Kapriani (2021) where the research results show that the price variable has a significant effect on consumer decisions to use Maxim online transportation services in Makassar. In addition to price, service quality is also important in shaping consumer evaluations which then affect the purchase. Research related to service quality on purchase intention has been carried out by Juheri (2019) where the results of the study show that there is a significant effect of service quality on the purchasing decisions of Gojek On-Line Ojek users in South Tangerang City.

This study aims to examine whether the price and quality of service have an influence on the intention to buy again using Maxim transportation services in Bandar Lampung.

II. LITERATURE REVIEW AND HYPOTHESES

2.1 Price

According to Assauri (2016:223) price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements. Although pricing is an important issue, there are still many companies that are less than perfect in dealing with these pricing issues. According to Kotler (2016: 314), there are four dimensions that characterize price, namely: affordability of price, suitability of price with quality, suitability of price and benefits, and price according to ability or purchasing power. Below is an explanation of the four price measures, namely:

1. Price Affordability.

Consumers can reach the prices set by the company. There are usually several types of products in one brand and the prices also differ from the cheapest to the most expensive. With the price set, many consumers buy the product.

2. Price Competitiveness

Consumers often compare the price of a product with other products. In this case, the high or low price of a product is highly considered by consumers when they are going to buy the product.

3. Price Match with Product Quality

Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality. If the price is higher people tend to think that the quality is also better.

4. Price Match with Benefits.

Consumers decide to buy a product if the perceived benefits are greater than or the same as what has been spent to get it. If consumers feel that the benefits of the product are less than the money spent, then consumers will assume that the product is expensive and consumers will think twice about making repeat purchases.

2.2 Service Quality

The definition of service according to Payne (2016) is all activities needed to receive, process, deliver and fulfill customer orders and to follow up on any activities that contain errors. Every modern and advanced organization always puts forward forms of service quality actualization. The quality of service in question is to provide an optimal form of service in meeting the needs, desires, expectations and satisfaction of customers who ask for services and who ask for their services to be fulfilled. The concept of service quality related to satisfaction according to Lupiyoadi (2016: 75) is determined by five elements commonly known as "RATER" service quality (responsiveness, assurance, tangible, empathy and reliability). Reliability is the ability of a company or business entity to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which means timeliness, equal service for all customers without errors, sympathetic attitude, and with high accuracy. Then, Assurance is the knowledge, courtesy, and ability of company employees to foster customer trust in the company.

2.3 Repurchase Interest

Buying interest is consumer behavior that shows the extent of their commitment in making a purchase. According to Pramono (2016: 27) buying interest is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set. Then in the end make a purchase on an alternative that he likes the most or the process that consumers go through to buy an item or service based on various considerations. Repurchase intention is basically a customer behavior where customers respond positively to the service quality of a company and intend to make a return visit or consume the company's products again. According to Ferdinand (2016:7) there are four indicators of repurchase interest, namely:

1. Transactional interest

Transactional interest is a person's tendency to always repurchase products that have been consumed.

2. Referral interest

Referential interest is a person's tendency to refer products that have been purchased, so that others will also buy them, with reference to their consumption experience.

3. Preferential interest

Preferential interest is an interest that describes the behavior of someone who always has a primary preference for the product that has been consumed. This preference can only be changed if something happens to the product of its preference.

4. Exploratory Interest

This exploratory interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product he always buys.

2.4 Hypothesis

1. The Influence of Price on Repurchase Interest

Prices are generally determined by the seller or service owner. Business actors must determine the price well so that consumers are interested in the products or services offered. The cheaper the price of the products offered to consumers, the consumers will tend to want to own the product. Based on previous research conducted by Kapriani (2021), the results showed that the price variable had a significant effect on consumer decisions to use Maxim's online transportation services in Makassar. Price has an influence on buying interest also in a study conducted by Fandi (2017) where the results of the study show that the price variable partially has a positive significant effect on Go-Ride Repurchase Interest in the City of Surabaya. So the hypothesis in this study are:

H₁ : Price Has a Positive And Significant Influence on Re-interest in Using Maxim Online Ojek Services in Bandar Lampung

2. The Influence of Service Quality on Repurchase Interest

The quality of service will be very decisive in every activity in the community if there is business competition in it. It could be that the products sold are the same or the services offered are also the same, but why is the response from the community different? This can be caused by the service to different customers. Customers will feel very happy if business actors provide good service for the products or services offered. Based on previous research conducted by Juhaeri (2019) where the results of the study show that the Service Quality variable has a significant and significant influence on the Purchase Decision of Gojek On-Line Ojek users in South Tangerang City. Service quality has an influence on repurchase interest also in research conducted by Hamid, Ernita and Yanua (2016) where the results of the study show that service quality has an influence on purchasing decisions for Go-Jek Online Ojek Service Users at the Jakarta State Polytechnic. So the hypothesis in this study are:

H₂ : Service Quality Has a Positive And Significant Influence on Re-interest in Using Maxim Online Ojek Services in Bandar Lampung

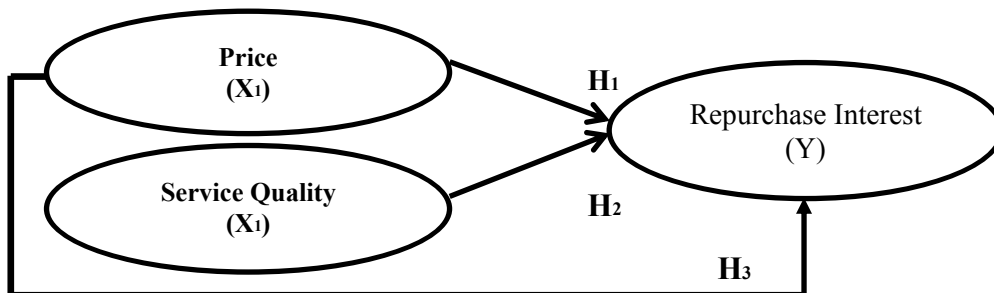
3. The Influence of Price and Service Quality on Repurchase Interest

Price and Quality of Service obtained by a consumer can encourage someone to make a repeat purchase. Consumers will be loyal to the product or service used or loyal to the store where he bought the item so that consumers can make repeat purchases and will tell good things to others. Based on the results of research conducted by Jesse (2020) where the results of the study have the result that together brand image, service quality, promotion and price have a significant positive influence on interest in repurchasing services between online motorcycle taxis Grab-Bike in Central Jakarta. Price and Service Quality have a joint influence on buying interest which is also strengthened by previous research conducted by Rina and Prihatini (2018) where the results of the study show that tariffs and service quality both influence the use decision variable. If a good tariff is juxtaposed with good service quality, it will result in higher usage decisions. So the hypothesis in this study are:

H₃ : Price and Service Quality Have a Positive and Significant Influence on Re-interest in Using Maxim Online Ojek Services in Bandar Lampung

2.4 Framework for Thinking

Picture 2.1 Framework



III. RESEARCH METHODS

3.1 Types of Research

The research method is a method used by researchers in collecting research materials. The type of research in this study based on the approach is a quantitative type of research, namely collecting, compiling, processing and analyzing data in the form of numbers which in practice are given certain treatments that are studied in it. According to Sutarna (2016) quantitative research is closely related to social survey techniques including structured interviews and structured questionnaires, experiments, structured observations, content analysis, formal statistical analysis and many more. Meanwhile, according to Lexy Moleong (2015). Qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words of people and observable behavior.

3.2 Sample

The sample is part of the number and characteristics possessed by a population. According to Sugiyono (2015) the sampling technique is to determine the sample to be used in the study, there are various sampling techniques used including Probability Sampling and Non Probability Sampling. The sample in this study uses Non-Probability Sampling with the type of accidental sampling because the researcher distributes a questionnaire/questionnaire to every consumer who uses Maxim's online transportation service in Bandar Lampung. According to Sugiyono (2015) Incidental Sampling or Accidental Sampling is a sampling technique based on chance, that is, any consumer or user of Maxim's transportation service who coincidentally meets with the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a source. data.

IV. RESEARCH RESULT

1. Validity Test

In testing the validity of 96 respondents, the r table value was 0.199 (r table attached). So that the validity test in this study can be explained as follows.

- Based on the test of the validity of the variable (X₁) Price that the test with 8 statement items was tested on 96 respondents where 8 statement items were valid. So that the variable (X₁) Prices for all statement items are declared valid.
- Based on the test of the validity of the variable (X₂) Quality of Service, it can be concluded that the test with 10 statement items was tested on 96 respondents where 10

statement items with valid conclusions. So that the variable (X2) Quality of Service for all statement items is declared valid.

- c. Based on the validity test of the variable (Y) Repurchase Interest, it can be concluded that the test with 8 statement items was tested on 96 respondents where 8 statement items were valid. So that the variable (Y) of Repurchase Interest for all statement items is declared to be valid.

2. Reliability test

- a. Based on the calculation of the reliability test of the Price variable with 8 question items, the value of Cronbach's Alpha is $0.851 > 0.60$ so it can be interpreted that the research instrument on the Independent Variable (X1) Price is reliable with good reliability criteria.
- b. Based on the calculation of the reliability test above the Service Quality variable with 10 question items, the value of Cronbach's Alpha is $0.868 > 0.60$ so it can be interpreted that the research instrument on the Independent Variable (X2) Service Quality is reliable with good reliability criteria.
- c. Based on the reliability test of the Repurchase Interest variable with 8 question items with a Cronbach's Alpha value of $0.825 > 0.60$, it can be interpreted that the research instrument on the Bound Variable (Y) Repurchase Interest is reliable with good reliability criteria.

3. Discussion

a. Price Against Repurchase Interest

From the results of the analysis of the effect of Price (X1) on Repurchase Interest (Y). Based on the results of the t-test, the t-value of Price is 3.072 with a Sig value of 0.003. With the basis of decision making, the value of $t_{count} > t_{table}$ or the value of $Sig < 0.05$. Thus, it means that $t_{count} 3,072 > t_{table} 1,986$ (attached t_{table}) with the level of $Sig. 0.003 < 0.025$. This shows that the hypothesis H1 is accepted. So that it can be interpreted that the price variable (X1) has a significant effect on (Y) the consumer's intention to repurchase online transportation services maxim Bandar Lampung.

Thus identifying that the repurchase interest of respondents as consumers of online transportation services maxim Bandar Lampung will be influenced by the price factor. Price affordability, price competitiveness, price compatibility with products, price suitability with benefits are the most important things in consumer repurchase interest using maxim online transportation services in Bandar Lampung.

Price has a significant effect in accordance with previous research conducted by Fandi (2017) where the research results show that the price variable partially has a significant positive effect on Go-Ride Repurchase Interest in the City of Surabaya. And previous research conducted by Jesse (2020) where the results of the study show that the price variable has a significant positive influence on the interest in repurchasing services between Grab-Bike online motorcycle taxis in Central Jakarta.

b. Service Quality Against Repurchase Interest

From the results of the analysis of the influence of service quality (X2) on repurchase interest (Y). Based on the results of the t-test, the t-value of Service Quality is 4.532 with a Sig value of 0.000. With the basis of decision making, the value of $t_{count} > t_{table}$ or the value of $Sig < 0.05$. Thus, it means that $t_{count} 4,532 > t_{table} 1,986$ (attached t_{table}) with the level of $Sig. 0.000 < 0.025$. This shows that the hypothesis H2 is accepted. So that it can be interpreted that the Service Quality variable (X2) has a significant effect on (Y) Buying Interest of consumers of online transportation

services maxim Bandar Lampung, which means that service quality affects consumers' buying interest in online transportation services maxim Bandar Lampung.

Thus identifying that the repurchase interest of respondents as consumers of online transportation services maxim Bandar Lampung will also be influenced by service quality. Reliability, assurance of certainty, tangibles, empathy and responsiveness are the most important things in consumer repurchase interest using maxim online transportation services in Bandar Lampung.

Service quality has a significant effect in accordance with previous research conducted by Hamid, Ernita and Yanua (2016) where the research results show that service quality has a significant effect on purchasing decisions of Go-Jek online motorcycle taxi service users at the Jakarta State Polytechnic. And previous research conducted by Juhaeri (2019) where the results showed that service quality had a positive and significant effect on purchasing decisions of Go-Jek online transportation service users in South Tangerang City.

c. Price and Service Quality Against Repurchase Interest

The effect of Price and Service Quality on Repurchase Intention together based on the results of the simultaneous F test can be seen a significant value for the effect of the independent variables Price (X1) and Service Quality (X2) simultaneously or together on Repurchase Intention (Y) of Fcount 144.219. With the basis of decision making If the value of Fcount > Ftable or the value of Sig < 0.05, then there is an effect of the independent variables (X1 and X2) together on the dependent variable (Y). Thus, Fcount 144.219 > 3.09 Ftable and Sig value 0.000 < 0.05 this indicates that the hypothesis H3 is accepted. So it can be concluded that Price (X1) and Service Quality (X2) simultaneously or jointly have a significant effect on Repurchase Interest (Y) of consumers of maxim online transportation services in Bandar Lampung.

In this study, the effect of Price (X1) and Service Quality (X2) on Repurchase Interest (Y) obtained an R2 value of 0.756 which would be converted into a percentage of 75.6%. This means that the price and service quality variables have an effect of 75.6% on the consumer's intention to repurchase maxim online transportation services in Bandar Lampung. Thus, it means that price and service quality will affect consumers' repurchase intention to use maxim online transportation services in Bandar Lampung. While the remaining 24.4% is influenced by other factors not examined in this study.

Based on the description of the discussion above, in this study it can be concluded that Price and Service Quality have a significant influence either partially or simultaneously on consumers' repurchase interest to use maxim online transportation services in Bandar Lampung. Price and Service Quality have an influence on Repurchase Interest in accordance with previous research conducted by Aptaguna A and Pitaloka (2016) where the research results show that service quality and price have an influence on Gojek's service purchase interest. Previous research conducted by Rina and Prihatin (2018) where the results of the study show that tariffs and service quality both influence the decision variable to use Go-Ride services in Tangerang City. And previous research conducted by Mutami and Hermani (2018) where the results showed that the variable Price and Service Quality had a positive influence both partially and simultaneously on the buying interest of boarding taxi users in Semarang City.

V. CONCLUSION

Based on the test results, the factors that influence the customer's interest in repurchasing online transportation services maxim in Bandar Lampung are price and service quality.

1. Respondents' repurchase interest as consumers of Bandar Lampung's maxim online transportation services will be influenced by the price factor. Price affordability, price competitiveness, price compatibility with products, price suitability with benefits are the most important things in consumer repurchase interest using maxim online transportation services in Bandar Lampung.
2. Respondents' repurchase interest as consumers of online transportation services maxim Bandar Lampung will also be influenced by service quality. Reliability, assurance of certainty, tangibles, empathy and responsiveness are the most important things in consumer repurchase interest using maxim online transportation services in Bandar Lampung.
3. Price and Service Quality have a significant influence either partially or simultaneously on consumers' repurchase intention to use maxim online transportation services in Bandar Lampung.

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