The Influence of Perceived Usefulness, Price and Brand Trust on Consumer Satisfaction in the Indriver Application

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ABSTRACT
This research aims to determine the influence of perceived usefulness, price and brand trust on consumer satisfaction with the Indriver application (case study of marketing concentration management study program students at Simalungun Pematangsiantar University). This research was obtained from management study economics students who used the Indriver application that perceived usefulness, price and brand support increased consumer satisfaction in using the application. The sample used was 90 users who had used the Indriver service application who live in Pematangsiantar City. This research uses associative descriptive. Researchers use associative descriptive methods because in this research they will test the relationship model between variables and describe the research object, and test hypotheses using multiple linear regression analysis to explain phenomena in the form of relationships between two or more variables. The research results found that perceived usefulness, price and brand trust have a positive and significant influence on consumer satisfaction, perceived usefulness has a positive and significant influence on consumer satisfaction, price has a positive influence on consumer satisfaction, brand trust has a positive and significant influence on consumer satisfaction.

INTRODUCTION
The very rapid development of telecommunications technology has had a huge impact on all aspects, including business development and marketing. Entrepreneurs are now competing to create mobile applications for smartphones that make it easier for users to find products and services offered by companies. One of them is a business application in the field of online delivery services. By simply using the application provided by the company on their smartphone, consumers no longer need to waste time and energy when leaving home or work looking for transportation to get to the facility. facility, purchase products, deliver goods or request other services. Businesses in the delivery services sector, whether public transport delivery services, delivery services or shopping assistance, are currently profitable businesses. In the capital and surrounding areas, people especially need fast and comfortable delivery services. Online motorbike taxi brands have conquered the market, including INDIVER. (WIKIPEDIA, n.d.). INDRIVER is an international online delivery service with 150 million active users in more than 700 cities in 47 countries. Indriver is the second largest taxi and ride-sharing app in the world by downloads. This company was officially launched in 2013. There are many acceptance models used to measure the acceptance of an information system.
One model used to measure acceptance is the Technology Acceptance Model (TAM). The Technology Acceptance Model (TAM) is a popular model used to measure information technology adoption in relation to the use and acceptance of information systems. Technology acceptance model (TAM), users tend to use a technology system if the system is easy to use and useful to them. (Asnawati M., 2017) confirms that usability and ease of use have a significant influence on attitudes towards using information systems. Consumer satisfaction can be demonstrated if they make repeat transactions, inform others, and are satisfied with the services provided. Price is also a factor that creates consumer satisfaction. If the price matches the consumer’s desired budget, technology will be a driver of consumer satisfaction in repeat transactions. Repeat transactions are made because consumers have experienced the benefits the product or service received, creating a sense of trust that prevents them from switching to another brand or product. Consumer trust is born from the safety, comfort and ease of completing online transactions. Based on this study, research can be conducted to identify and analyze the components that influence consumer satisfaction in terms of the influence of perceived usefulness, price and brand trust. during the pilot implementation process.

METHOD

In this study, a combined description is used. Researchers use the combined descriptive method because in this study they will test the relationship model between variables and describe the research object, and test the hypotheses using regression analysis. Multiple linearity to explain phenomena in terms of relationships between two or more variables. The subjects of this study were users of the Indriver application among students of the Department of Economics, Marketing Concentration, Simalungun University, Pematangsiantar. The sample is representative of the population. The sample taken in this study was 90 respondents.

The type of data in this study is primary data conducted based on the data collection method by questionnaire. During implementation, primary data were obtained from students of the Marketing Concentration Management Studies Program at Simalungun University.

RESULTS AND DISCUSSION

Instrument Test

Validity test

Test the validity of the questionnaire statements for Cultural, Social, Personal, Psychological and consumer satisfaction variables using an r table of 0.207 with a total of 90 respondents. So the statement for each variable will be valid if the rcount is >0.207. The results of the validity test are presented in table 1.1.1, as follows:

(source: processed data, 2023)

Table 1. shows that the variable perceived usefulness, price, brand trust and consumer satisfaction for each item statement is valid. So that each statement for each of these variables can be used as a measuring tool in this research

1.1.1. Rehabilitation Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statement</th>
<th>r Count</th>
<th>r Table</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived usefulness</td>
<td>X1.1</td>
<td>0.91</td>
<td>2</td>
<td>VALID</td>
</tr>
<tr>
<td></td>
<td>X1.2</td>
<td>0.88</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X1.3</td>
<td>0.90</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X1.4</td>
<td>0.86</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X1.5</td>
<td>0.84</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>X2.1</td>
<td>0.90</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X2.2</td>
<td>0.86</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X2.3</td>
<td>0.88</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X2.4</td>
<td>0.87</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X2.5</td>
<td>0.88</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>
Based on table 1.1.2, the Reliability Test for the variables perceived quality, price, brand value, and consumer satisfaction shows that the reliability coefficient values for each item are 0.928, 0.929, and 0.941. This result is greater than 0.60 so it can be concluded that each statement item of the perceived satisfaction, price and brand trust variables on consumer satisfaction in this study is reliable.

Classic assumption test

Normality test

Table 2. Normality Test Results Kolmogorov Smirnov

<table>
<thead>
<tr>
<th>Normal Parameters</th>
<th>Mean</th>
<th>Sig.</th>
<th>Kolmogorov-Smirnov Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>89</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Normal Parameters</td>
<td>μ</td>
<td>SD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0.000</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>Absolute</td>
<td>Positive</td>
<td>0.126</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Negative</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-0.123</td>
</tr>
<tr>
<td>Test Statistic</td>
<td></td>
<td>0.100</td>
<td></td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>0.01</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exact Sig. (2-tailed)</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Point Probability</td>
<td></td>
<td></td>
<td>0.000</td>
</tr>
</tbody>
</table>

- Test distribution is Normal
- Calculated from data
- Lillifors Significance Correction

Based on the results of data processing in table 3, it can be seen that the value of Asymp. Sig on the Kolmogorov-Smirnov test is 0.100. That value fulfills the conditions for stating data normality, namely the Asymp. Sig. must be greater than 0.05 so that it can be concluded that the data used are normally distributed.

Multicollinearity test

Table 4. Multicollinearity test results

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>X1</td>
<td>0.150</td>
</tr>
<tr>
<td></td>
<td>X2</td>
<td>0.186</td>
</tr>
<tr>
<td></td>
<td>X3</td>
<td>0.120</td>
</tr>
</tbody>
</table>

- Dependent Variable: Y

Based on table 4 above, it can be seen that the Tolerance values for the perceived fulfillment, price, and brand trust variables are 0.150, 0.186, and 0.120, which means greater than > 0.10 and the VIF values are 6.649, 5.390, and 8.370, which means they are smaller than < 10.00. From these results it can be concluded that there are no symptoms of multicollinearity or no intercorrelation between independent variables and the regression model is said to be feasible and can be used for regression equations.

Heteroscedasticity Test

Table 4 Heteroscedasticity Test Results
The results of the heteroscedasticity test show that all variables have a sig value > 0.05, so it can be concluded that there are no symptoms of heteroscedasticity or have passed the heteroscedasticity test.

Multiple Linear Regression Analysis

Table 5 Multiple linear regression results

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-3.81</td>
<td>0.03</td>
<td>-10.11</td>
<td>0.000</td>
</tr>
<tr>
<td>X1</td>
<td>0.009</td>
<td>0.004</td>
<td>-0.22</td>
<td>0.828</td>
</tr>
<tr>
<td>X2</td>
<td>0.009</td>
<td>0.004</td>
<td>-0.22</td>
<td>0.828</td>
</tr>
<tr>
<td>X3</td>
<td>0.004</td>
<td>0.003</td>
<td>0.82</td>
<td>0.412</td>
</tr>
</tbody>
</table>

Based on table 5 of the regression test results above, the linear regression analysis model used in this research can be formulated as follows:

\[ Y = a + b1.X1 + b1.X2 \]

\[ Y = 381 + (-0.009).X1 + (0.009).X2 \]

From the regression equation it can be concluded:

1. The constant coefficient is 3.81 with a positive value, this means that the variables Perceived Fulfillment (X1), Price (X2) and Brand Truts, and consumer satisfaction (Y) will increase by 3.81%.
2. The regression coefficient value of perceived usefulness (X1) is -0.009, which means that for every decrease in the variable perceived usefulness (X1) by one unit, the variable consumer satisfaction (Y) decreases by 0.009. The value of the variable Perceived usefulness (X1) on the consumer variable satisfaction (Y) has a negative value, meaning that the lower the value of variable X1, the lower the value of variable Y.
3. The value of the Price regression coefficient (X2) is -0.009, which means that for every one unit the price variable (X2) decreases, the consumer satisfaction variable (Y) decreases by 0.009. The value of the price variable (X2) on the consumer satisfaction variable (Y) is negative, meaning that the lower the value of the price variable (X2), the lower the value of the consumer satisfaction variable (Y).
4. The Brand Truts regression coefficient value (X3) is 0.004, which means that for every one unit increase in the Brand Truts variable (X3), the consumer satisfaction variable (Y) increases by 0.004. The value of the brand truts variable (X3) for the consumer satisfaction variable (Y) is positive, meaning that the higher the value of the brand truts variable (X3), the higher the value of the consumer satisfaction variable (Y).

Hypothesis testing

Partial Test (T)

Table 6 Partial test results (T)

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>1.130</td>
<td>0.070</td>
<td>16.85</td>
<td>0.000</td>
</tr>
<tr>
<td>X1</td>
<td>0.540</td>
<td>0.033</td>
<td>16.84</td>
<td>0.000</td>
</tr>
<tr>
<td>X2</td>
<td>-0.227</td>
<td>0.044</td>
<td>-5.27</td>
<td>0.000</td>
</tr>
<tr>
<td>X3</td>
<td>0.010</td>
<td>0.000</td>
<td>2.00</td>
<td>0.040</td>
</tr>
</tbody>
</table>

1. The variable perceived fulfillment (X1) has a partial effect on the variable satisfaction (Y). This can be seen from the tcount value of 5,904 where the tcount value is greater than the ttable value, namely 1.987 (5.904 > 1.987) with a significance value smaller than 0.05 (0.000 < 0.05) and the regression coefficient is positive at 0.540. This shows that the perceived fulfillment variable (X1) has a significant effect on satisfaction (Y). From these results it can be concluded that Ha is accepted.
2. The price variable (X2) has a partial effect on the variable Consumer satisfaction (Y). This can be seen from the tcount value of 2,710 where the tcount value is greater than the ttable value, namely 1.987 (2.710 > 1.987) with a significance value greater than 0.05 (0.000 > 0.05).
0.008 > 0.05 ) and the regression coefficient is positive at 0.227. This shows that the Price variable (X2) has a significant effect on satisfaction (Y). From these results it can be concluded that Ha accepted.

3. The brand trust variable (X3) has a partial effect on the variable Consumer satisfaction (Y). This can be seen from the tcount value of 1930 where the tcount value is greater than the ttable value, namely 1.987 (1930 > 1.987) with a significance value greater than 0.05 (0.057 > 0.05 ) and the regression coefficient is positive at 0.196. This shows that the brand trust variable (X3) has a significant effect on satisfaction (Y). From these results it can be concluded that Ha2 accepted.

Simultaneous Test (F)

Simultaneous test results (F)

<table>
<thead>
<tr>
<th>Source: processed data, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model Summary</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2581.654</td>
<td>3</td>
<td>860.551</td>
<td>228.658</td>
<td>0.003</td>
</tr>
<tr>
<td>Residual</td>
<td>321.169</td>
<td>65</td>
<td>4.937</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2902.823</td>
<td>68</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y
b. Predictors: (Constant), X1, X2, X3

Based on the R2 test results in table 8, it can be seen that the coefficient of determination value in column R is 0.635 (63.5%), where the correlation coefficient value shows that the relationship between perceived usefulness, price and brand truss on consumer satisfaction is quite strong. The coefficient of determination or R Square value shows that the consumer satisfaction variable of 63.5% can be explained by the variables perceived satisfaction, price and brand value, while the remaining 36.5% is influenced by other variables not discussed in this research. Based on these results, it can be concluded that Ha is accepted, namely perceived fulfillment, price and brand really influence consumer satisfaction in the InDriver application (case study of marketing contrast management study program students at Simalungun Pematangsiantar University).

CONCLUSION

The conclusions of this research are:

The test results show that awareness (simultaneously), price and brand have a positive and significant impact on consumer satisfaction. The experimental results show that perceived usefulness has a positive and significant impact on consumer satisfaction with the push app. The experimental results show that price has a positive but insignificant impact on consumer satisfaction with the InDriver application. The test results show that the InDriver application has a joint (simultaneous) effect on the dependent variable, namely consumer satisfaction with the InDriver application.

REFERENCES


