



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 INDRIVER. (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 2
Reliability test results

Variable	Statement	r Count	r table	Information
Perceived usefulness	X1.1	0.912	0.267	VALID
	X1.2	0.882		
	X1.3	0.904		
	X1.4	0.868		
	X1.5	0.841		
Price	X2.1	0.902		
	X2.2	0.865		
	X2.3	0.883		
	X2.4	0.878		
	X2.5	0.888		

Reliability Statistics		
Variabel	Cronbach's Alpha	Items
Perceived usefulness	,928	5
Price	,929	5
Brand Trusts	,941	5
Customer Satisfaction	,941	5

(source: processed data, 2023)

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

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		89
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.01335162
Most Extreme Differences	Absolute	.128
	Positive	.128
	Negative	-.128
Test Statistic		.128
Asymp. Sig. (2-tailed)		.001 ^c
Exact Sig. (2-tailed)		.100
Point Probability		.000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

the data used normally distributed .

Multicollinearity test

Table 4. Multicollinearity test results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.150	6.649
	X2	.186	5.390
	X3	.120	8.307

a. Dependent Variable: Y

Based on table 4 above, it can be seen that the Tolerance values for the perceived fulfillment, price, and brand truss 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

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.381	.035		10.809	.000
	X1	-.009	.004	-.423	-1.959	.053
	X2	-.009	.004	-.421	-2.164	.033
	X3	.004	.005	.197	.816	.417

a. Dependent Variable: ABS_RES

(source: processed data, 2023)

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

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.381	.035		10.809	.000
	X1	-.009	.004	-.423	-1.959	.053
	X2	-.009	.004	-.421	-2.164	.033
	X3	.004	.005	.197	.816	.417

a. Dependent Variable: ABS_RES

(source: processed data, 2023)

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

$$Y = \alpha + b1.X1 + b1.X2$$

$$Y = 381 + (-0.009)X1 + (-0.009X2) + 0.004X3$$

From the regression equation it can be concluded:

1. The constant coefficient is 0.381 with a positive value, this means that the variables Perceived Fulness (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 variable consumer 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)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.139	.733		1.553	.124
	X1	.540	.091	.548	5.904	.000
	X2	.227	.084	.227	2.710	.008
	X3	.196	.102	.200	1.930	.057

a. Dependent Variable: Y

(source: processed data, 2023)

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 (

0.008 > 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 H_0 is accepted.

- The brand trust variable (X3) has a partial effect on the variable Consumer satisfaction (Y). This can be seen from the t-count value of 1930 where the t-count value is greater than the t-table 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 H_0 is accepted.

Simultaneous Test (F)

Simultaneous test results (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2583.854	3	861.285	228.658	.000 ^b
	Residual	320.169	85	3.767		
	Total	2904.022	88			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

(source: processed data, 2023)

Based on the results of data processing in table 7, it can be seen that the value F_{count} obtained is 228,658, which means the F_{count} value is greater compared to the F_{table} value, namely $228,658 > 2,711$ or based on the significance value. namely $0.000 < 0.05$. These results mean that the independent variables, namely perceived usefulness (X1), price (X2) and brand trust (X3), have a joint (simultaneous) effect on the dependent variable, namely consumer satisfaction (Y). Based on these results, it can be concluded that H_0 is accepted.

Table 8. Coefficient of Determination test results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.403	.382	.09324

a. Predictors: (Constant), X3, X2, X1

(source: processed data, 2023)

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 trust 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 H_0 is accepted, namely perceived fulfillment, price and brand really influence consumer satisfaction in the driver 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 Truts brand has a positive and significant impact on consumer satisfaction with the InDriver application.

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