

CHAPTER V

CONCLUSION

5.1 Research Conclusion

The purpose of this study is to reveal whether the factors of price, service quality, promotion, and accessibility can influence consumer decisions to use online transportation services. Researchers used primary data collected through Google Forms and distributed to the residents of North Sumatra Province, with the requirement that respondents have experienced in using online transportation services available in Indonesia. This questionnaire data collection was carried out for one month which was distributed through social media. After waiting for a month, the researchers finally managed to collect data from 148 respondents from several cities in the province of North Sumatra which were then processed using SmartPLS 3.3.3 In order to test the research hypothesis. SMARTPLS is a computational application that can be used to analyze Partial Least Square Structural Equation Modeling (PLS SEM).

The results of this study found that the price variable will be considered by consumers in choosing to use online transportation services. In addition to considering the low price, consumers also consider the benefits and quality that are commensurate with the price offered, as well as the cost-price comparison between one types of transportation service with another. Therefore, it is concluded that the price variable has a positive and significant effect. Likewise with accessibility shows positive and significant results on consumer decisions in using online transportation services. This means that for several cities in the province of North Sumatra where each respondent is domiciled, the number of online transportation drivers has entered and spread across the area, making it easier for consumers to use the services provided by each online transportation platform. In contrast to the other two hypotheses, the service quality and promotion variables show results that have a positive effect on consumer decisions in using online transportation services but have no significant effect. This means that the two variables do not have much impact to influence consumer decisions

5.2 Research Implication

5.2.1 Theoretical Implications

Theoretically, this study observes consumer behavior regarding what factors contribute to their decision in using online transportation services. This research can be used as a reference for researching the same case study in other areas or for a larger scope area and also as a comparison for similar research in the future with conditions that may be different from today. This research can also be a reference, especially for parties from online transportation service provider platforms to study consumer behavior.

5.2.2 Practical Implications

Businesses in the transportation sector, especially online transportation service providers, can take advantage of this finding as basic information to improve the performance of their respective companies with the aim of dominating the market and getting bigger profits. Companies can analyze consumer attitudes and develop new plans and strategies to attract consumers' attention.

5.3 Research Limitation

While conducting the research, the researcher discovered the following limitations:

1. In this study, the success of the study was limited to a predetermined population, namely only users of online transportation services on shuttle services using motorbikes and cars.
2. This study only examines the effect of price, service quality, promotion, and accessibility. There are still other factors that can influence usage decisions, for example: perceived ease of use, lifestyle, perceived usefulness, trust, subjective norms and other factors.
3. This research was conducted in the researcher's current condition which is Pandemic Covid-19 outbreak, so the data from respondents based on this Pandemic condition, which might be resulting a different finding in another condition in the future.
4. This research is not focused on only one platform for online transportation service providers in the North Sumatra Province, therefore the online

transportation platforms discussed in this study are varied according to the data obtained from respondents.

5.4 Research Recommendation

There are a few suggestions for future researchers that are interested in researching a similar topic:

1. Further researchers can develop this research by using other methods in analyzing prices, service quality, promotions, and accessibility factors towards consumer decisions in using online transportation services, for example by in-depth interviews with respondents, so that the information obtained can be more varied than the questionnaire whose answers are already available.
2. Future researchers can add other factors or variables that can influence consumer decisions so that the results obtained are more varied in order to complete this research
3. Future researchers can expand the wider scope of the research to all Indonesia citizen evenly

