

The Influence of E-Word Of Mouth And E-Commerce on Consumer Decisions in Choosing the Indrive Online Transportation Application (Case Study of Marindal I, Patumbak I District)

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ABSTRACT

The development and progress of information technology has now penetrated the field of transportation to facilitate human activities. With the increasing need for fast and easy transportation, online transportation service businesses using applications have emerged. The use of technology in the transportation sector provides convenience in ordering, time and cost efficiency, making it a distinct advantage for online transportation service providers compared to conventional transportation. InDrive is a ridesharing application platform (online transportation service provider) which is similar to Grab and Gojek, this application allows users to order cars/motorbikes at prices that can be negotiated between the driver and passenger. This research was conducted to determine and measure the influence of E-Word of Mouth and E-Commerce on the Decision to Choose the Indrive Online Transportation Application with a case study of Marindal I, Patumbak I District. This research uses a quantitative approach by determining a judgment sampling sample with criteria where the customer is age productive work using the indrive application which was used as a research sample. Using the Slovin sampling technique with a confidence level of 90% and an error rate of 10%, the sample used in this research was 100 people. Proving the hypothesis in this research is assisted by using the SPSS version 25 application. The results of this research are that the E-Word of Mouth variable partially has a positive and significant effect on the decision to choose Indrive online transportation. Partially, the E-Commerce variable has a positive and significant effect on the decision to choose Indrive online transportation. Simultaneously, E-Word of Mouth and E-Commerce have a positive and significant influence on the decision to choose Indrive online transportation. And 60.5% of voting decisions are influenced by E-Word of Mouth and E-Commerce.

Keywords : e-word of mouth, e-commerce, choosing decisions, purchasing decisions, indriver, online transportation

INTRODUCTION

The development and progress of information technology has now penetrated the field of transportation to facilitate human activities. With this progress and development over time, transportation has become a business in the service sector. With the increasing need for fast and easy transportation, online transportation service businesses using applications have emerged. The use of technology in the transportation sector provides convenience in ordering, time and cost efficiency, making it a distinct advantage for online transportation service providers compared to conventional transportation. At the beginning of the emergence of online transportation, there were pros and cons because

conventional transportation was unable to compete with online transportation (Mehyar et al., 2020).

The rate of economic growth in Indonesia, especially in the field of online transportation, is getting tighter. Transportation companies, especially online transportation, are competing to release new superior service products. Currently, there are many online transportation service providers, one of which is InDrive (Lawu et al., 2021).

InDrive is a ridesharing application platform (online transportation service provider) which is similar to Grab and Gojek, this application allows users to order cars/motorbikes at prices that can be negotiated between the driver and passenger. The advantage of the inDrive application is that it has a "bargain price" feature, where passengers can negotiate the price with the driver before the trip starts and vice versa. This is one of the superior factors of this application that makes consumers decide to choose Indrive's online transportation services (Sulthana & Vasantha, 2019).

Compared to other online transportation, Indrive is an online transportation that has a very affordable price plus a bargain price feature. The following is price comparison data based on distance for several online transportation such as Indrive, Grab, and Gojek:

Table 1. Comparative Data on Online Transportation Prices

Application/ Range	5 km	10 km	15 km	20 km
Indriver	Rp. 10.000	Rp. 24.000	Rp. 27.000	Rp. 46.000
Grab	Rp. 19.000	Rp. 33.000	Rp. 52.000	Rp. 61.000
Gojek	Rp. 17.000	Rp. 37.500	Rp. 44.500	Rp. 58.000

From the data above, it can be seen that the Indrive application has the cheapest prices compared to Grab and Gojek. Even though Indrive does not have promos or discounts, with the bargaining feature that can always be used, consumers can decide to choose Indriver (Nurjanah et al., 2019).

Consumer decisions to choose and use are other terms for purchasing decisions which are part of consumer behavior. Where consumer behavior itself is the actions of individuals who are directly involved in evaluating and trying to obtain, use and determine products and services. Purchasing decisions are the evaluation stage, consumers of preferences among brands in the choice set and perhaps also of the intention to purchase the most preferred brand (Ndruru et al., 2021)

Not a few consumers decide to choose this indriver application because they see advertisements or listen to recommendations from friends or family. Consumers who trust a brand and feel that the prices offered are affordable tend to spread this information through electronic word of mouth. According to (Satriani et al., 2023) word of mouth is communication that produces good conversations. Someone will ask other people about the quality of a good or service before they decide to buy it. EWOM is defined as Internet-mediated opinions and recommendations regarding products and services from peers (Petra, 2011).

However, with E-WOM, there are also many people who share reviews of a product that in fact they have never purchased or used. This will certainly taint reviews or real positive reviews so that consumers will feel hesitant when they want to make a purchase, quite a few customers also feel cheated by the product they bought because it does not match what was conveyed on social media (Ramdhan, 2019).

Many businesses use e-commerce or are based on digital networks which are called electronic business and electronic commerce today. Electronic business (electronic business or e-business) is a business process that utilizes the use of digital technology and the internet in its main operations. E-commerce (electronic commerce) is a part of e-business (electronic business) which is related to the activities of buying and selling goods/services via the Internet (Madrianah et al., 2023). E-commerce also includes activities that support these transactions, such as advertising, marketing, customer support, security, shipping, and payments. Ecommerce will change all marketing activities and also cut operational costs for trading activities.

The inDrive application has a "bargain price" feature, where passengers can negotiate the price with the driver before the trip starts and vice versa. However, payment transactions are very limited, because other payment methods such as e-wallets are not provided, but instead you have to pay with cash. Of course, this method is less effective and efficient for consumers who are used to paying online (Babenko et al., 2019).

LITERATURE REVIEW

Choosing Decisions

Consumer decisions to choose and use are other terms for purchasing decisions which are part of consumer behavior. According to (Ndruru et al., 2021), purchasing decisions are the evaluation stage, consumers of preferences among brands in the choice set and perhaps also of the intention to purchase the most preferred brand. According to Kotler and Keller in (Lestari & Widjanarko, 2023), purchasing decisions are the process of consumers evaluating various existing options and then deciding on these options to become a decision or it could be said to be a process where consumers determine purchasing decisions until the consumer actually buys.

Based on the opinions of the experts above, it can be concluded that a purchasing decision is a decision where a potential consumer will choose a product from several alternative choices based on several factors from the consumer himself (Suardy et al., 2019).

Based on Kotler and Keller in (Lestari & Widjanarko, 2023) there are several indicators in purchasing decisions, namely, product choice, brand choice, dealer choice, number of purchases and time of purchase

E-Word of Mouth

WOM (Word of Mouth) is a method of verbally disseminating information about a good or service between people (Lestari & Widjanarko, 2023). Meanwhile, E-WOM (Electronic Word of Mouth) is an open comment made by future, existing or previous consumers regarding a product or service that can be accessed by many people via electronic media or social media (Lestari & Widjanarko, 2023).

It can be concluded that Electronic Word of Mouth is a promotional method by spreading information about a product via social media by consumers who have already used the product. (Aini, 2009)

Based on (Lestari & Widjanarko, 2023), there are three indicators in electronic word of mouth, namely, intensity, opinion valence, and WOM content.

E-Commerce

(Madriana et al., 2023) explain that E-commerce (electronic commerce) is a part of e-business (electronic business) which is related to the activity of buying and selling goods/services via the Internet. E-commerce also includes activities that support these transactions, such as advertising, marketing, customer support, security, shipping, and payments. According to (Nurjanah et al., 2019), E-Commerce is the process of buying and selling or exchanging products, services and information via information networks such as the internet.

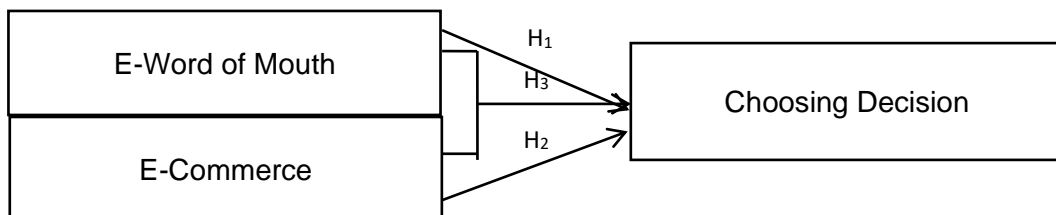
Based on the opinions of the experts above, it can be concluded that E-commerce is a buying and selling process or transaction carried out electronically, making it easier for users. (Wasilah & Rosyidah, 2021)

According to Dian (u cuenca admicion, 2007) that the dimensions and indicators of e-commerce consist of 3, namely:

1. processes where there are several indicators that cover this process including marketing, sales, and payment.
2. Institutions consisting of governments and banks.
3. This is the most important part of e-commerce transactions, namely the internet (the relationship between producers and customers)

Research Framework

Figure 1. Research Framework



Based on the research framework above, the following research hypothesis can be created:

- H1 : There is an influence of E-Word of Mouth on consumer decisions in choosing the Indrive application.
- H2 : There is an influence of E-Commerce on consumer decisions in choosing the Indrive application.
- H3 : There is an influence of E-Word of Mouth and E-Commerce on consumer decisions in choosing the Indrive application.

RESEARCH METHOD

Based on the existing background and problem formulation, this research uses quantitative methods. The location of this research is Marindal 1 Village, Patumbak District. This research was carried out from August 2023 to October 2023.

The research population that will be used in this research is the community in Marindal 1 Village, totaling 21,808 people. Because the population used is 21,808 people, the population will be reduced using the Slovin sampling technique with a confidence level

of 90% and an error rate of 10%. So it was found that the sample used in this research was 100 people. Meanwhile, the sampling technique is to use judgment sampling with the criteria that customers of productive working age who use the Indrive application are used as research samples.

The purchasing decision indicators used in this research are product choice, brand choice, dealer choice, number of purchases and time of purchase. The electronic word of mouth indicators used in this research are intensity, opinion valence, and word of mouth content. Meanwhile, the indicators of e-commerce used in this research are Processes, Institutions and the Internet.

RESULTS

Data Instrument Test

Validity test

Validity testing is carried out with the aim of finding out whether each statement is true used in the questionnaire can be said to be valid or not. Validity test is carried out on each item the statement is used with the condition that the r-table value < r-count with a value of $df = n - 2$ and a sig value of 5%, it can be said to be valid (Lestari & Widjanarko, 2023). The r-table value is obtained from $df = 30 - 2 = 28$ so r-table = 0.361. Based on the SPSS processing results, each statement item was declared valid because it met the r-calculation requirement of greater than r-table = 0.361.

Reliability Test

Reliability tests are carried out to see whether the statement items given in the questionnaire for each variable are consistent or not. All statement items can be tested for reliability simultaneously, but statement items can only be said to be reliable if the Cronbach alpha value is > 0.60 (Lestari & Widjanarko, 2023). Based on the results of SPSS processing, each variable is declared reliable because it meets the requirements for the Cronbach's alpha value to be greater than 0.60.

Classic Assumption Test

Normality test

The Kolmogorov-Smirnov technique can be used to carry out a normality test provided that if the sig value is > 0.05 from the normality test then the data is considered to be normally distributed, however if the sig value is < 0.05 from the normality test then it can be considered that the data is not normally distributed (Lestari & Widjanarko, 2023).

Table 2. 1S-KS Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.18332799
	Most Extreme Differences	
	Absolute	.082
	Positive	.055
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.096 ^c

a. Test distribution is Normal.

- b. Calculated from data.
 - c. Lilliefors Significance Correction.
- Source: Data processed by SPSS 25

Based on the data obtained, the value of Asymp. Sig. (2-tailed) is $0.096 > 0.05$, so it can be concluded that this research is normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a high correlation between the independent variables in the regression model. This test is carried out using tolerance and variance inflation factor (VIF) with the assumption that if the VIF value is > 10 and the tolerance value is < 0.10 then multicollinearity occurs, whereas if the $VIF < 10$ and the tolerance value > 0.10 then multicollinearity does not occur (Lestari & Widjanarko, 2023)

Table 3. Multicollinearity Test Results
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	E_WOM	.987	1.013
	E_COMMERCE	.987	1.013

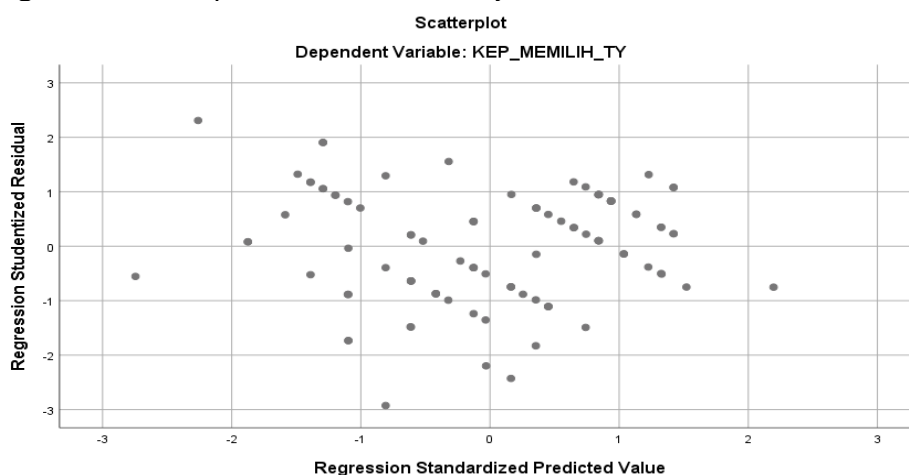
a. Dependent Variable:
 KEP_MEMILIH_TY
 Source: Data processed by SPSS 25

From the table above, it is known that the Tolerance value obtained is 0.987 which is more than 0.10 and the VIF value obtained is 1.013 which is less than 10 so it can be stated that there is no multicollinearity problem with other independent variables.

Heteroscedasticity Test

The heteroscedasticity test is a test used to see whether the residual variance in the regression model is constant. This test can be carried out with a Scatterplot pattern provided that if no pattern is formed or if the points are randomly distributed above or below the number 0 then heteroscedasticity does not occur (Lestari & Widjanarko, 2023)

Figure 2. Scatterplot Heteroscedasticity Test Results



Source: Data processed by SPSS 25

Based on the image above, it can be concluded that the data in this study do not have symptoms of heteroscedasticity, because the points are spread above or below zero and do not form a particular pattern.

Multiple Linear Regression Analysis

Multiple linear regression tests were carried out to determine the linear influence between the independent variables on the dependent variable.

Table 4. Multiple Linear Analysis Test Results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	-1.534	1.809		-.848	.398
	E_WOM	.710	.063	.724	11.270	.000
	E_COMMERCE	.141	.043	.212	3.302	.001

a. Dependent Variable: KEP_MEMILIH_TY

Source: Data processed by SPSS 25

Based on the table above, a multiple linear regression equation can be obtained, namely:

Y = -1.534 + 0.710 X1 + 0.141 X2. The interpretation of this equation is:

1. Constant

The constant value obtained is -1.534, meaning that if the Purchase Decision studied is constant, then the Decision to Choose Indrive is -1.534

2. E-Word of Mouth Coefficient (X1)

The e-word of mouth regression coefficient is 0.710, meaning that if e-word of mouth increases by one unit it will increase the choice decision by 0.710.

3. E-Commerce Coefficient (X2)

The e-commerce regression coefficient is 0.141, meaning that e-commerce increases of one unit will increase the choice decision by 0.141.

Hypothesis testing

t test

Table 5. t test results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	-1.534	1.809		-.848	.398
	E_WOM	.710	.063	.724	11.270	.000
	E_COMMERCE	.141	.043	.212	3.302	.001

a. Dependent Variable: KEP_MEMILIH_TY

Source: Data processed by SPSS 25

Based on the table above, it can be seen that the E-Word of Mouth (X1) has a t-count value = 11,270 > t-table 1.984, meaning that H0 is rejected and H1 is accepted. E-Word of Mouth influences voting decisions. Furthermore, E-Commerce (X2) has a calculated t-value = 3,302 > t-table 1.984, meaning that H0 is rejected and H2 is accepted. E-Commerce influences voting decisions.

F test

Table 6. F Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.124	2	106.062	74.214	.000 ^b
	Residual	138.626	97	1.429		
	Total	350.750	99			

a. Dependent Variable: KEP_MEMILIH_TY

b. Predictors: (Constant), E_COMMERCE, E_WOM

Source: Data processed by SPSS 25

Based on the table above, the F-count value is 74.214 > F-table 3.09 and the sig value is 0.000 < 0.05. This means that H0 is rejected and Ha is accepted, this explains that e-word of mouth and e-commerce have a significant influence on voting decisions simultaneously.

Coefficient of Determination Test

Table 7. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.597	1.195

a. Predictors: (Constant), E_COMMERCE, E_WOM

b. Dependent Variable: KEP_MEMILIH_TY

Source: Data processed by SPSS 25

Based on the table above, the R square value is 0.605, this shows that voting decisions are influenced by e-word of mouth and e-commerce by 60.5%. Meanwhile, the remaining 39.5% of voting decisions were influenced by other variables not examined in this research.

DISCUSSION

The Influence of E-Word of Mouth on Voting Decisions

The results of the t test or partial test were obtained for the E-Word of Mouth variable with a calculated t value of 11,270 which was greater than the t table of 1.984. The significance value obtained is 0.000, which is smaller than 0.05. Based on these values, it can be concluded that the E-Word of Mouth variable has a partial and significant influence on the decision to choose Indrive online transportation. The results of this research are in line with previous research conducted by (Lestari & Widjanarko, 2023)

which stated that the E-Word of Mouth variable had a positive and significant effect on voting decisions.

The Influence of E-Commerce on Choosing Decisions

The results of the t test or partial test were obtained for the E-Commerce variable with a calculated t value of 3,302 which was greater than the t table of 1.984. The significance value obtained is 0.001, which is smaller than 0.05. Based on these values, it can be concluded that the E-Commerce variable has a partial and significant influence on the decision to choose Indrive online transportation. The results of this research are in line with previous research conducted by (Nurjanah et al., 2019) which stated that the E-Commerce variable has a positive and significant effect on voting decisions.

The Influence of E-Word of Mouth and E-Commerce on Voting Decisions

It was found that the calculated F value of 74.214 was greater than the table F value of 3.09 with a sig value. of 0.000 is smaller than 0.05. Based on these values, it can be concluded that the E-Word of Mouth and E-Commerce variables together or simultaneously have an influence on the decision to choose Indriver online transportation.

CONCLUSION

Based on the results of SPSS processing, the research results were as follows: Partially, the E-Word of Mouth variable has a positive and significant effect on the decision to choose Indrive online transportation. Partially, the E-Commerce variable has a positive and significant effect on the decision to choose Indrive online transportation. Simultaneously, E-Word of Mouth and E-Commerce have a positive and significant influence on the decision to choose Indrive online transportation. And 60.5% of voting decisions are influenced by E-Word of Mouth and E-Commerce.

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