The Effect of Innovation, Promotion and Service Gojek on Purchasing Decisions

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Abstract. This study aims to find out whether factors from Innovation, Promotion, and Services affect the Purchasing Decisions of Gojek users in Batam City. The Non Probability Sampling – Purposive Sampling technique was used for sampling in this study. The number of samples was determined using the Lemeshow Formula, which was 100 respondents. The data in this study were analyzed using Multiple Linear Regression Analysis. This research model is supported by determinant coefficients, t-test and F test. Results in the study show that innovation variables do not have a significant effect on purchasing decisions while promotion and service variables have a significant effect on purchasing decisions and simultaneously innovation, promotion, and service influence purchasing decisions. Furthermore, the hypothesis in this study is supported statistically.

Keywords: Innovation, Promotion, Service, Purchasing Decision

1 Introduction

The era of globalization is characterized by the advancement of science and the development of technology that is increasingly fast and sophisticated. Technology plays an important role for humans to continue to adapt and develop in this fast-paced current. It is undeniable that technology has produced many changes that facilitate various aspects of human life. One example is that there are many emerging technology-based business models such as e-ticketing services, e-commerce, online transportation services, and many more. Talking about technology-based business, companies certainly innovate a lot in their business lines, according to Rogers (2011) innovation is the foundation of an idea, idea, and implementation of something new and acceptable to be applied or adopted by a certain individual or group [1].

In addition to innovating, many companies also carry out promotions, according to [16] promotion is marketing that is carried out to disseminate information, influence, persuade, or

to increase the target market for the company and also its products so that people can receive and buy the products offered, such as making advertisements in magazines, radio, television and social media [2]. All of them aim to increase the sales of products or services and obtain large profits.

In winning business competition, one of the things that can be used as an advantage in addition to innovation and promotion is service, according to Loina (2001) service is a comprehensive process of building a company's good name through mass media, internal culture, or communicating the goals of the company to representatives of the government and other communities who have interests [3].

In addition to the above factors, companies need to be fully aware of the purchasing decisions of their consumers in order to further maximize the sale of their products or services. Samad and Wibowo (2016) found that there are five phases in the buying decision-making process, namely consisting of the level of need, information discovery, assessment of the product, purchasing decisions, and behavior after purchase that has been passed by consumers [4]. It is not easy to understand and understand the processes that exist in a consumer's purchasing decision when choosing a product or service, is not an easy thing, consumers certainly pay attention to the circumstances and events that exist in the company that provides the product or service. Such as the Gojek company, which is an example of an innovative technology-based company or business, and has a great positive influence on people in meeting their needs.

Gojek company was formed in 2010 by Nadiem Makarim. Over time, Gojek has developed a lot both in increasing the number of consumers and innovating services provided in various forms of features in its applications. From 2015 until now Gojek has made many developments to its service products, namely launching the Go-Food feature which is a food delivery service, Go-Pay which is an online payments service, Go-Send which is a delivery service, and Go-Mart which is an online shopping service, as well as many more service innovations offered by Gojek in its application such as health services, news and entertaintment.

2 Literature Review

2.1 Innovation

Definition of Innovation according to Rogers (2019) Is an idea, idea, object, and implementation that is based on new things and accepted to be applied or adopted by a certain individual or group [5]. Initially, the purpose of innovation was to develop and perfect the function of the ability to use a tool, product or resource with the aim that people could benefit more than they already existed. Innovation exists in various aspects of life, ranging from the business of a company, government agencies, education, as well as in the field of communication and so on.

According to Andrew (2004), the definition of innovation is an improvement in the application of new ideas by an individual or group over a certain period of time that is carried out using different transactional activities in the structure of an organization [6]. A new idea is an idea that has never been published or put forward by anyone else . According to Andrew

(2004), not all of the ideas or ideas can be classified as innovations. The stigma of an innovation is as follows:

- Having a uniqueness, it can be said that an idea is classified in an innovation if it has a specific uniqueness.
- Is a new idea, that is, an idea/ideas that have never appeared or been published by another person or a group before.
- Done in a planned manner, an idea can be said to be an innovation if in the process it has been planned and done deliberately.
- Have a goal, related to the point above that innovation must have an idea that is done intentionally and already has a plan with a certain purpose.

2.2 Promotion

A business has activities that not only produce, provide services, determine prices and sell a product or service, but many other activities that are interrelated with each other. One example is a promotional activity, promotional activity is part of the activities of a company's marketing, which in it informs consumers about the products or services provided by the company. Not only this, promotional activities are also from communication activities between business actors (companies) and the public called customers or consumers.

According to Swastha (2007) Promotion is a communication that requires a certain cost, the communication is carried out by companies using various media, and some use non-profit organizations or individuals [7].

According to Tjiptono (2015) Promotion is an activity to disseminate information, persuade, and offer that has the aim of attracting consumers to buy and use products offered by a company [8]. From the elaboration and understanding of promotion according to the experts above, it can be concluded that promotion is an activity carried out by business actors by directly or indirectly affecting consumers in order to increase sales through the creation of commercial marketing goods. The real purpose of promotional activities is to introduce a ready-made product, with the intention that consumers are willing to buy their products. Thus, the volume of sales may increase, and at the same time it can increase the profit of the enterprise. The company can achieve this if the implementation of the promotion in it has been implemented and carried out properly, so that the program and planning of the promotion can run as effectively as possible.

2.3 Service

According to Kotler (2019) Service is an action or work that aims to be given to others and provide benefits [9]. Services or what we also call services can be categorized into two forms, the first is High Contact Service, which is classified as a service that occurs between providers or service providers to consumers has a very high level of physical contact so that consumers are always involved in the service process, the second is Low Contact Service, which is a classification where physical contact between providers or service providers to consumers is very low, for example, such as physical contact that occurs between service providers such as the frontdesk to incoming consumers. One more example that can be categorized into Low Contact Service is banking financial institutions. Meanwhile, according to Loina (2001) in her book entitled good relations with the public fostered by the community, it can be assumed that

service is a process of forming the image and culture of a company as a whole or communicating a person's views to the audience or to other interested parties in it [10].

2.4 Purchasing Decision

According to Kotler (2019), purchasing decisions are a thought process by consumers to determine and make decisions about a product to be purchased or consumed [11]. Meanwhile, according to Setiadi (2010), purchasing behavior contains the understanding that in the exchange of money for goods and services individuals are directly involved in the decision-making process that has the aim of determining the direction of the activity [12].

According to Swastha and Handoko (2017) they stated that there are five roles of individuals in determining a buying decision, namely as follows: [13]

- Initiator:
  Is an individual who has the initiative in buying goods or using services according to his needs and desires but does not have the ability and authority to do it.
- Influencer:
  It is the individual who influences the decision both directly and indirectly in the buying process.
- Decider:
  It is the individual who has the authority to decide how to buy it and how to buy it, as well as when and where to buy it.
- Buyer:
  Is the individual who carries out the actual buying process.
- User:
  Is an individual who buys and uses a product or service purchased.

According to Sunyoto (2014) sellers must have an overall structure of buying decisions so that they can provide assistance to consumers in taking or determining what they want to buy. Each purchasing decision has seven structures [14]. The components in the structure are:

- Decisions on the type of product. Consumers are free to determine the type of product or service to be purchased and used.
- Decisions on the form of the product. This decision is directly related to the size of the product, the pattern of the product, and so on.
- Decisions about the brand. Consumers must make a decision on which brand to buy and use with the consideration that each brand has its own advantages and disadvantages.
- Decisions about the seller. Consumers must make a decision on who sells or provides the product and where the product will be purchased.
- Decision on the quantity of products. The consumer can make a decision about how much product he needs and will buy.
- Decisions on the timing of purchase. Consumers are free to make decisions about when to buy a product or service.
- Decisions on the mode of payment. Consumers must make a decision about the payment stsu method that will be used to purchase the product or service.

3 Previous Research

Rina. A, (2017) found that promotion variables and service quality have a significant influence on customer satisfaction of om-jek Jember services. Then in diah Ernawati's research, (2019) on the effect of innovation factors and discounts on purchasing decisions, she found that innovation does not have a significant influence on purchasing decisions while discounts affect purchasing decisions.

Widnyani and Carla. R, (2020) in a study entitled the effect of prices, discounts and innovations on the purchasing decisions of Gojek customers, they stated that the three variables in the study had a positive influence on the loyalty of Gojek customers. In addition to these three factors, Arif. L Hakim (2018) mentioned that the influence of a quality of service, and information systems also has a positive effect on consumer decisions. According to Toni. H and Putu Martini (2021), in a loyalty and customer satisfaction, there are two factors, namely innovation and the quality of services provided to consumers, as evidenced by their research which shows positive and significant results on purchasing decisions.

The influence of quality, innovation, and consumer confidence factors is also one of the most important things in a purchase decision or repurchase decision (Nurul & Krisna Murti, 2021). According to Osly Usman and Suci, P (2019) there is an additional one more factor that has an influence on a purchasing decision, namely a brand image, this factor has a positive and also significant influence.

4 Hypothesis

H1   : Innovation has a positive and significant effect on Purchasing Decisions.
H2   : Promotion has a positive and significant effect on purchasing decisions.
H3   : Services have a positive and significant effect on Purchasing Decisions.
H4   : Innovation, Promotion and Service simultaneously have a positive and significant effect on Purchasing Decisions.
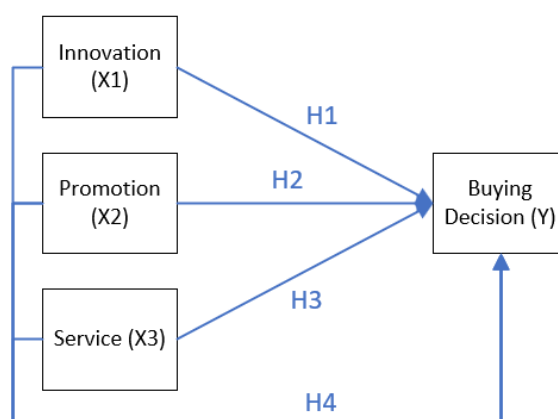

Figure 1 Research Model

5 Research Methods

The multiple regression analysis method is the method used in this study, the multiple regression analysis method is a statistical technique to implement the relationship between dependent variables and independent variables [15]. The flexibility and adaptability of this method makes it easier for researchers to find relationships between several variables at the same time. Multiple regression can also provide predictions from a set of independent variables against dependent variables.

In the sampling process, the method used in this study is Non Probability Sampling–Purposive Sampling, which is a sampling technique that is not taken randomly or based on a stratum, but is based on requirements that focus on certain goals, which can be represented by the traits of a population or with predetermined characteristics.

For the number of samples to be used in this study, the researcher determined it using the Lemeshow Formula as the basis for calculations, because the number of the population from this study is unknown. The total sample in this study was 100 respondents, in this study the population was residents of Batam city specifically who have and are active users of the Gojek application. A sample is part of a population that has traits that are considered representative of the study population. Because the problem is representation, the survey sample must meet the representation requirements, namely those that have the following criteria:

- Gojek app users are more than 1 year.
- Gojek application users who have an age range between 18 - 35 years.
- Gojek application users who have used at least 3 of the 19 types of services in the application.

A research instrument (likert scale) was chosen in this study. The likert scale is a measure of perception, attitude or opinion. This likert scale requires a respondent to fill out a questionnaire that must show that they agree with some question or statement posed. The questions or statements used in this questionnaire are called research variables and are defined specifically for an event or social phenomenon based on predetermined operational definitions.

The process of collecting data contained in this study is to use the method of distributing questionnaires or questionnaires. The purpose of disseminating the questionnaire is to obtain complete information about the question or statement from the respondent without having to worry when filling out the list of questions or statements, even if the respondent gives an unrealistic answer. Therefore, this study obtains data or facts that are theoretically related to the problem under discussion.

6 Results and Discussion

6.1 Descriptive Statistics

The data used in this study is primary data obtained from the results of the questionnaires distributed to Gojek service users in Batam city. The data collected starts from April 25, 2022 to June 12, 2022.

The questionnaire was distributed using the google-form platform. The results of the collected data are then converted into a form of variable representation that can reveal information that includes the minimum value, maximum value, mean value, and standard deviation value. Descriptive statistics for each variable can be seen in the following table:

Table 1 Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Deviation
Inovation	100	15	24	19,47	2,341
Promotion	100	10	24	18,38	2,795
Service	100	11	28	22,33	2,954
Purchasing Decisions	100	12	24	17,91	2,846

Table 1 shows that the first variable, namely innovation, has an average value of 19.47. This variable is measured using 6 statement items and has a highest score of 24. The percentage of innovation has reached 81.12% according to the average value obtained, this figure presents that the innovations provided by Gojek in each of its business lines are very easy for consumers (respondents).

The second variable, namely promotion, has an average value of 18.38, the promotion variable is measured by 6 statements where the highest score is 24. The percentage of promotions from the average value reached 76.58%, this figure shows that the promotions provided by Gojek attract consumers (respondents) to use it.

The third variable is a service with an average value of 22.33, the service variable is measured using 7 statements with a maximum score of 28. The percentage of services from the average value is 79.75%, this figure shows that the services provided by Gojek are already very good.

The fourth variable is the purchase decision which has an average value of 17.91. the purchase decision variable is measured using 6 questions with a maximum score of 12. The percentage of purchasing decisions from the average value is 74.62%. The purchase decision is good because the percentage rate is above 50% and is expected to continue to increase accompanied by increasing innovation, promotion, and services from Gojek itself.

6.2 Normality Test

The normality test used in this study was the Kolmogorov-Smirnov test. The normality test aims to test whether in the regression model used, the variable has normally distributed data residues. In the results of this normality test, the data will be said to be non-normally

distributed if the p value < 0.05 and the data will be categorized as normally distributed if the p > 0.05.

Table 2 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
N		100
Normal Parameters[a,b]	Std. Deviation	1.66444927
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200[c,d]

Based on the results obtained in table 2, a significant result of 0.200 was obtained, so it can be concluded that the data in this study are normally distributed.

6.3 Multicollinearity Test

The purpose of the Multicollinearity Test is to find out whether in a regression model there is a correlation between free variables. An acceptable regression model in a study should have no correlation between its free variables. There are two basics for drawing conclusions in the multicholineritas test, there is:

- View tolerance values
  Multicholine ability does not occur, if the value of the tolerance is greater than 0.10. And multicholine ritas occur, if the value of the tolerance is less than or equal to 0.10.
- View VIF (Variance Inflantion Factor)
  No multicholine ritas occur, if the value of the VIF is less than 10.00. And multicholine ritas occur, if the VIF value is greater than or equal to 10.00.

Table 3 Multicollinearity Test Results

Variable	Tolerance	VIF
Inovation	.416	2.405
Promotion	.446	2.244
Purchasing Decisions	.427	2.343

It can be seen in table 3, the value prepared from the tolerance is greater than 0.10 and the VIF value obtained is smaller than 10.00 so that the data in the study did not have multicholine therapy problems.

6.4 Heteroskedasticity Test

Used to determine whether in a regression model there is a difference in variance from the residual of one observation to another. If the variance from the residual of one observation to

another has no difference, then the bias is called homoskedasticides and if there is a difference then it is called heteroskedity. The basis for decision-making in this heteroskedity test is:

- If a certain pattern is found, such as the existing dots are spread out regularly and form waves, narrowing, then widening then symptoms of heteroskedasticide occur.
- If there is no clear pattern formed, as well as dots spreading above and below the number 0 on the Y axis, then no symptoms of heteroskedasitidas occur.
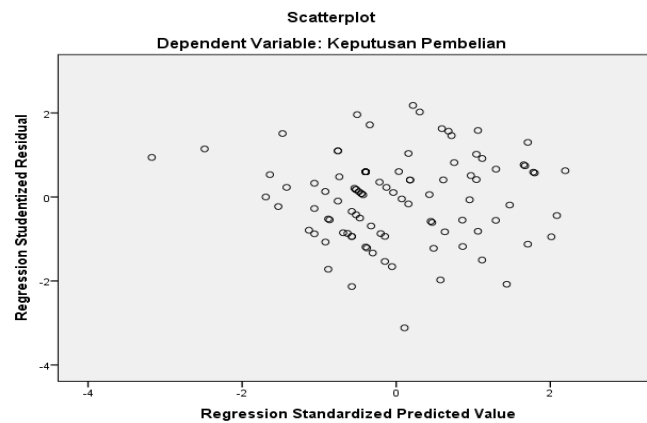

Figure 2 Heteroskedasticity Test Results

Based on the scatterplots chart in figure 2, it can be seen that the dots are randomly scattered imperfectly but the points are above or below the number 0 on the Y-axis. It can be concluded that the regression model in this study had no symptoms of heteroskedasticity.

6.5 Multiple Linear Regression Analysis

Table 4 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
Constant	5.061	1.479	1.644	.521
Inovation	.289	.113	2.566	.012
Promotion	.416	.091	4.571	.000
Purchasing Decisions	.250	.088	2.846	.005

From table 4 it can be found that the values of the constant a, the values of the regression coefficients of the innovation (b1), promotion (b2), and service (b3) variables are as follows:

a = 5,061
b1 = 0,289
b2 = 0,416
b3 = 0,250

We can enter the above data into a linear regression equation with a pattern of influence of free variables (X1) Innovation, (X2) Promotion, (X3) Services and Dependent Variables (Y) Purchasing Decisions, as follows:

$Y = a + b1X1 + b2X2 + b3X3 + e$
$Y = 5,061 + 0,289X1 + 0,416X2 + 0,250X3 + e$
$Y = 5,061 + 0,289x1 + 0,416x2 + 0,250x3 + e$
$Y = 5,061 + 0,289 + 0,416 + 0,250$
$Y = 6,016$

6.6 T test

Table 5 Partial t Test Results

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
(Constant)	5.061	1.479	1.644	.521
Inovation	.289	.113	2.566	.012
Promotion	.416	.091	4.571	.000
Service	.250	.088	2.846	.005

Based on table 5 we can see that, The calculated t value of the innovation variable is 2,566 > the table t value is 1,972 and the sig value. for the innovation variable 0.012 greater than > α = 0.05 (insignificant), it can be concluded that innovation has a positive and unidentific effect on purchasing decisions, then the hypothesis (H1) is rejected.

The calculated t value of the promotion variable is 4,571 > the table t value is 1,972 and the sig value. for a promotion variable of 0.000 less than < α = 0.05 (significant), it can be concluded that the promotion has a positive and significant effect on the purchase decision, then the hypothesis (H2) is accepted. The calculated t value of the service variable is 2,846 > the table t value is 1,972 and the sig value. for the service variable 0.005 is less than < α = 0.05 (significant), it can be concluded that the service has a positive and significant effect on the purchase decision, then the hypothesis (H3) is accepted.

6.7 F Test

Table 6 Simultaneous F Test Results

Model	Sum of Squares	Mean Square	F	Sig.
Regression	527.921	175.974	61.595	.000[b]
Residual	274.269	2.857		
Total	802.190			

It can be seen in table 6 above the F test value of 61,595 with a significance increase of Sig = 0.00 < α = 0.05, this means that the regression model obtained is significant, or it can be concluded that (simultaneously) the variables of innovation, promotion, and service have a significant effect on purchasing decisions.

6.8 Coefficient of Determination Test

Table 7 Coeficiency of Determination (R-Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811[a]	.658	.647	1.690

The formula used to determine the value of the magnitude of the coefficient of determination is $D = R^2 \times 100\%$. Based on the results obtained, the amount of R^2 (R square) according to the table above is 0.658. Since the magnitude of the value $R^2=0.658$, then:

$D = R^2 \times 100\%$
   $= 0{,}658 \times 100\%$
   $= 65{,}8\%$

The coefficient of determination (D) of 65.8% means that simultaneously the Purchasing Decision is influenced by Innovation (X1), Promotion (X2) and Service (X3) together by 65.8% the remaining 100% − 65.8% = 34.2% influenced by other effects not studied on this occasion. Innovation (X1), Promotion (X2) and Service (X3) = 65.8% represents the amount of contribution of Innovation (X1), Promotion (X2) and Service (X3) to Purchasing Decision (Y).

7 Hypotheses Results

Hypothesis 1

The results of the review show that Innovation affects purchasing decisions. Based on the results of the t Test, it can be seen that the coefficient of innovation β is positively valued at

0.289 and the significance value is 0.12 > 0.05. This means that Innovation has no significant effect on purchasing decisions or it can be concluded that Hypothesis (H1) is rejected. This is not in line with previous research, namely by Ernawati (2019) which stated that innovation has a positive and significant effect on Gojek customer loyalty.

Hypothesis 2

From the results of the research conducted, it shows that promotion has a significant effect on purchasing decisions. Based on the results of the t-Test, it can be seen that the coefficient of promotional β is positively valued at 0.250 and the significance value is 0.000 < 0.05. This means that the Promotion has a significant effect on purchasing decisions. This result supports a previous study by Anggriana (2017), which stated that there is an effect of promotion on customer satisfaction. This result also strengthens previous research, namely Ernawati (2019) which stated that promotion has a positive and significant effect on purchasing decisions.

Hypothesis 3

The hypothesis in this study is that Services have a significant effect on Purchasing Decisions. Based on the results of the t-test in the table above, it can be seen that the coefficient of service β is positive at 0.189 and the significance value is 0.005 < 0.05. This means that the Services have a significant effect on Purchasing Decisions. This result is in line with previous research by Santoso (2016) and Qomariah (2017) which stated that there is an influence of services on purchasing decisions and after the hypothesis proposed, namely services have a positive effect on purchasing decisions.

Hypothesis 4

To facilitate the determination of the acceptance or rejection of the proposed hypothesis, the following are presented the criteria for acceptance or rejection of the hypothesis with the test F. If the value of Fnumeracy = 61,595 with a significance level of Sig = 0.000 < α = 0.05 therefore , H4 is accepted. This means statistically at the rate of α = 5% together Innovation, Promotion, Service has a significant (real) and simultaneous positive impact on the Purchase Decision.

8 Conclusion

Based on the results of the analysis that has been carried out, several conclusions can be obtained to answer the hypotheses in this study, these conclusions are as follows:
- The effect of Innovation on Purchasing Decisions, while Constant Promotions and Services (controlled) have insignificant effects.
- The effect of promotions on purchasing decisions, while innovation and service are constant (controlled), is of significant effect.
- The effect of the Service on Purchasing Decisions, while Innovation and Promotion are constant (controlled), is of significant effect.
- Testing jointly concluded that Innovation, Promotion, and Service, have a significant (tangible) influence on Purchasing Decisions.

9 Suggestion

- Based on research, Gojek Innovation needs to continue to be improved in line with the development of theology. Because of the core innovation of product sales in the application that Gojek does as a service company.
- The promotions given by the company need to be improved and matured again so that the promotions given are in accordance with the company's targets and on target.
- Services influence purchasing decisions. Of course, Gojek needs to maintain the already good service with achievements and improve service standards
- Consumers' consumers' purchasing decisions towards the company are already quite high, but in the questionaire there are still some who express low purchase interest. So that companies should be more able to dig into what consumers need and what consumers want.

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