The Impact of Cost, Level of Service and Advertising on Decisions about Online Transportation Reuse, with Customer Satisfaction Serving as a Mediating Variable

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Abstract:- **This research aims to analyze influencing factors Satisfaction Customers , including : Price, Promotion, and Quality Service,. This research also wants to analyze influence of price, promotion, quality Service, Satisfaction Customer on Reuse Decisions as well analyze How Satisfaction Customer mediate influence of price, promotion, quality Service on Reuse Decisions. Population in This research is a customer who has been use online transportation. taking sample used is This sample is probability sampling. Research methods used is quantitative with SEM-PLS. Based on analysis in this research was obtained results that: Price is not influential significant to Satisfaction Custome ; Promotion influential positive and significant to Satisfaction Customer ; Quality Service influential to Satisfaction Customer ; Satisfaction Customer influential positive and significant on Reuse Decisions ; Price matters on Reuse Decisions ; Promotion No influential on Reuse Decisions ; Quality Service influential positive and significant on Reuse Decisions; Satisfaction Customer No succeed mediate the influence of price on reuse decisions ; Satisfaction Customer succeed mediate Promotion, Quality Service on Reuse Decisions.**

Keywords:- *Price, Promotion, Quality Service, Satisfaction Customer, Reuse Decisions*

I. INTRODUCTION

Transportation is an integral part in existence and development social economy every area, zone, country, region. Role transportation important in help distribute and distribute goods and products in a way quick and precise time ; it fulfills request journey man. Online Transportation has become something routine needs for society in Indonesia since in 2015 (Al Islam, 2020; Retno, 2021). The development No simply as a transfer medium limited activities to goods and people massive the change has cause shift service conventional ones are not utilize technological media in various sector Industry and Services

Decision to buy or use something goods / products by consumers can arise Because exists evaluation in a way objective to the goods / products he saw. Behavior becomes basic things for consumers to take something decision to buy / use something product.

Research that has been carried out by (Wijaya, 2022) who stated that, there is influence positive and significant from satisfaction customer to decision use. However different with research conducted by (Yani & Kuswardani 2021) states that satisfaction No influential in a way significant to decision.

Online transportation is here to get profit at a time give satisfactory service for consumers and offers various advantage, convenience for candidate his customers. For success company, everyone activity marketing carried out must directed to provide satisfaction for fulfillment needs and desires consumer, as target marketing. Like known needs and desires consumer have diversity as well as have Lots level too. Therefore, inside carry out draft marketing, oriented company to consumer no simply try fulfil needs and desires consumer level cost whatever, so harm company. After carry out good service and provide price the good one for consumer so all decision in purchase product will submitted to consumers themselves.
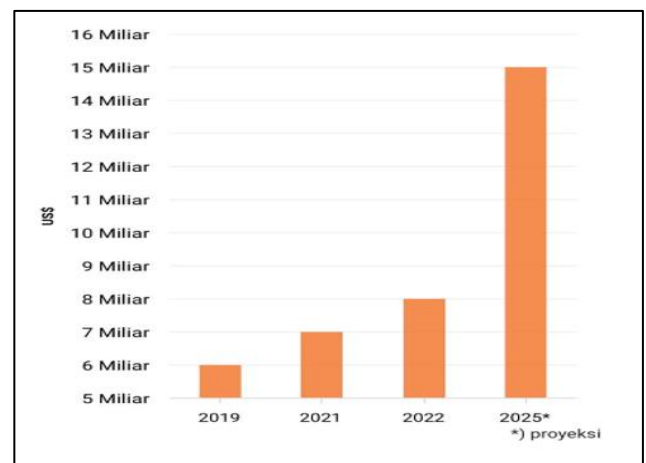

Fig 1: Online Transportation Users

The market potential phenomenon as explained in Figure 1 explains that Indonesia will experience a significant increase in online transportation businesses in the ASEAN region. However, the increase in tariffs for online transportation services carried out by the Government since September 10 2022, continues to cause the number of online transportation transactions to increase due to the measurable potential and changes in behavior of users of online transportation services (Annur, 2022). Apart from the problem of increasing fares, the Covid-19 pandemic also has not had a decreasing effect on online transportation users, even though many employees, students and the general public do not carry out activities outside, but online transactions continue to increase. Therefore, we are very interested in analyzing it to find out what things can have a positive effect on the use of online transportation. Therefore Wang et al. (2023) stated the importance of transparency and agreement which have an impact on the use of marketing decisions that take into account quality of service, product, price, place, promotion, people, process and physical evidence. Where one of the largest users of online transportation services is Gojek, namely 82%. In fact, 56% of respondents from a total sample of 2,310 people stated that they would continue to use online transportation services even without promotions (Ahdiat, 2022).

The more producers or companies that offer items in the The greater the variety of goods and services offered, the more options customers have for making a purchase (Budi 2014). Hikmayanti et al. (2016) said that the decision-making process for the retrieval process revealed the customers' perceived importance and interest in the purchase, use, and disposal of products, services, or ideas.

II. LITERATURE REVIEW

A. Reuse Decisions

The decision is something reaction to a number of solution alternatives are carried out in a way aware with method analyze possibilities - possibilities from alternative the together the consequences. Every decision will make choice Lastly, you can form action / opinion. Aripin and Negara (2021) stated that matter the started when We need to do something but No know What should done. That's the decision can felt rational or irrational and can based on assumption strong or assumption weak . Meanwhile , P Kotler et al., (2019); Philip Kotler and Armstrong (2020) stated that decision use is stage evaluation, consumers form preference on the brands inside gathering choice. Consumer that can also be done form intention to use most preferred brand. From the definition above can concluded, decision use is process and action consumer in determine choice will be it uses. that process Actually is a solving process problem in frame fulfil desire or need consumer. A number of indicator in determine usage decisions stated Rafliatha et al. (2021) includes strategic location, satisfaction use to service and security use. For that, it's important understand behavior consumer with consider Who consumers , because in something different environments, needs, opinions, attitudes and differences appetite.

Indicators of Customer Satisfaction Per Daryanto and Ismanto (2014), they include: 1) Stability use after know information product ; 2) Decide use Because most preferred brand ; 3) Using Because in accordance with wants and needs.

B. Customer Satisfaction

Satisfaction is feeling inferior to or let down by someone as a result of performance comparison product (outcome) with his hopes. If performance falls below expectations, then consumers are dissatisfied. If it meets expectations, customers are happy. Customers are extremely delighted or satisfied if it meets or above their expectations (Kotler & Keller, 2016). Limakrisna & Ali (2016) also provide almost the same definition. Satisfaction is the level of feeling after comparing the service experienced with the expectations obtained after the service is delivered. Consumers generally feel a level of satisfaction, if the quality of service meets their expectations, consumers will be satisfied, whereas they will feel disappointed because the quality of service does not match their expectations.

Repurchase Intention indicators are 1) Transactional Interest Response regarding expectations; 2) Responses related to action; and 3) After service.

C. Price

Price is considered is one of element important influences satisfaction and loyalty consumers (Arianto, 2021). Price is element from mix nature marketing flexible It means can changed in a way appropriate. This is of course different with characteristics product or commitment to channel distribution that does not can changed or customized in a way easy and straightforward fast Because usually concerning decision period long. Price is the only one existing elements in mix marketing that produces cash flow directly and also generates results income sale. This is very different when compared to with other existing elements in the mix marketing in general give rise to expenses).

In this research to determine price variable indicators used researcher that is according to Philip Kotler and Armstrong (2020), namely affordability price, suitability price with quality product, Competitiveness price.

D. Service Quality

Service interpreted as action or deed somebody or organization to provide satisfaction to customer or fellow employee. Service is something activity or series nature activities No visible eyes (no can palpable) that occurs as consequence exists interaction between consumer with employee or other things provided by the company giving services intended to solve problem consumers / customers.

Indicator promotion according to Rachmawati & Patrikha's advancement in 2021 may be evaluated using a variety of metrics made up of information from 1) Responsiveness ; 2) Guarantee ; 3) Physical evidence.

E. Promotion

Promotion is A effort persuasion (persuasion) used to persuade or push consumers to want buy product nor services produced by a person company. Promotion is one of from component mix marketing (marketing mix) that has goal to achieve objective with every consumer ie convincing consumers to buy product or services produced company. Promotion can said as tool communication marketing that functions to spread information, influence, or reminding the market about product or services produced by the company so that they are willing accept , and buy (Latief, 2018). Promotion is one of factor decider marketing program success. However quality something product if consumer No know and don't know Certain that product the own quality and useful for them, then neither do consumers will interested in buying it . Promotions can attract consumer

interest in purchasing an item if a company can provide promotions that can suggest and influence consumers. Promotion will increase sales of a product. (Fornandes Sitanggang et al: 2020) Based on the opinion above, it can be concluded that promotion is a marketing communication tool to offer products or services that are being sold with the aim of influencing consumers to be interested in buying and becoming one of the determinants of marketing programs.

Indicators of Product Perception (2015) states that a number of indicators may be used to assess the quality of a product, including: 1) Advertising; 2) Sales promotion; and 3) competing publicity.

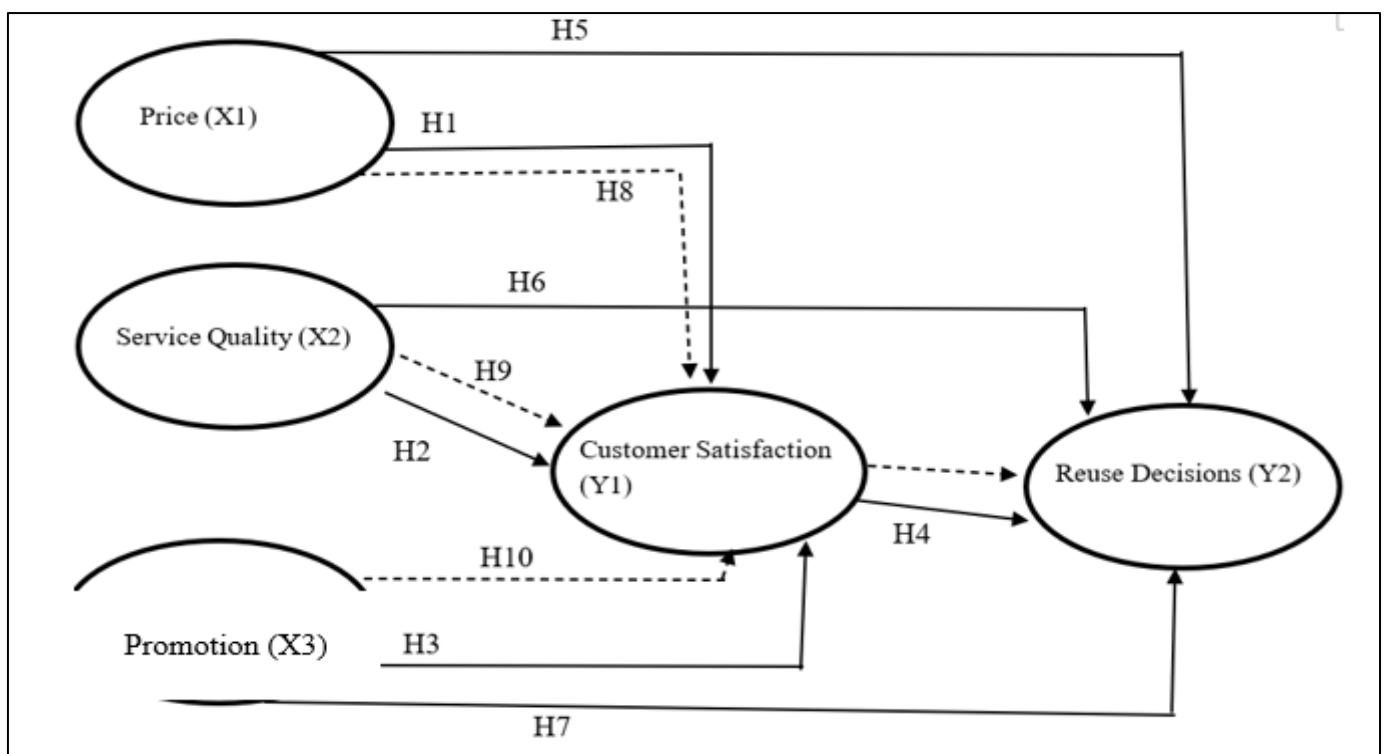The research framework for this study is as follows, based on these theories:

Fig 2: Framework Thinking

III. RESEARCH METHODOLOGY

The Partial Least Square Structural Equation Model (PLS SEM) technique is used in this quantitative research strategy. Tools for statistical hypothesis testing A Partial Least Square (Smart-PLS) software is being used in this study. Two models will be used for data analysis. A connected measurement model indicator with variable latent is the measurement model (outer model). A structural model that establishes connections between latent variables is called an inner model.

The factors that were employed in Price (X1), Quality Service (X2), Promotion (X3), Customer Satisfaction (Y1), and Reuse Decisions (Y2) are the research topics in this study. Probability sampling is the method used in this study to obtain its data. Customers who have ever utilized online

transportation will receive a Likert scale questionnaire. Based on the hair et al. hypothesis, which multiplies the amount of indicators by five to ten, 200 clients made up the sample. Simple random sampling was the method employed, and it was done at random without taking the population's stratification into consideration.

IV. RESULTS

A. Evaluation of the Measurement Model (Outer Model)

This model describes the relationship that each indicator has with the variable that determines its latency, or, to put it another way, it specifies the relationship that the latent variable has with the indicators. Examining the construct reliability, discriminant validity, and convergent validity values is how the outer model is implemented.
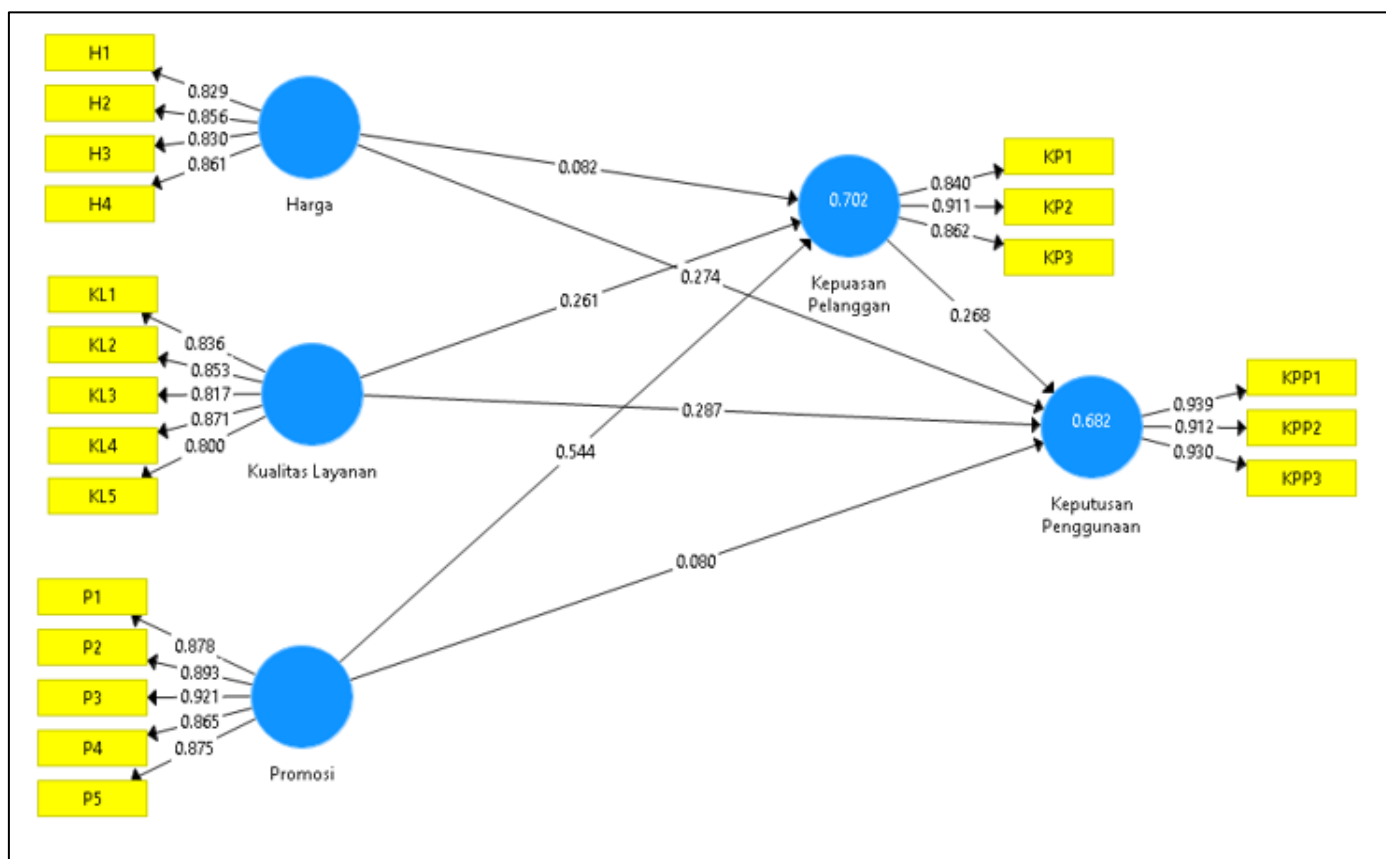
Fig 3: Path Diagram Outer Loading

➢ Test Result Convergent Validity

Testing *Convergent Validity* is the loading factor value on the latent variable with the indicators . This measurement is carried out to test validity of each variable. Data is said to be valid if obtain loading value > 0.7. Based on the path diagram, the measurement model in Figure 3 states that all over indicators for each variable own The outer loading / factor loading value is more than 0.7, which means all over valid indicator . With Thus , the research model has fulfil condition validity convergent which means that all over valid indicator in measure the construct.

Convergence of the validity test may also be accomplished by looking at AVE (Average Variance Extracted). If the construct's AVE value is more than 0.5, it is said to satisfy convergent validity.

Table 2: AVE Results

Variable	Nilai AVE (*Average Variance Extracted*)
Price	0,713
Service Quality	0.759
Promotion	0.859
Customer Satisfaction	0.699
Reuse Decisions	0.786

Every variable has an AVE value greater than 0.5, as the table demonstrates. hence all variables satisfy the criteria for discriminant validity (Ghozali & Latan, 2019:37).

➢ Test Result Discriminant Validity

One of them used the Heterotrait-Monotrait Ratio (HTMT) test as a validity test discriminant. While some suggest a reduced value of 0.90, others recommend a smaller value of 0.85 (Clark & Watson 1995; Kline 2011). (Gold et al. 2001; Teo et al. 2008).

Table 3: HTMT Test Results

	Price	Customer Satisfaction	Reuse Decisions	Service Quality	Promotion
Price					
Customer Satisfaction	0.781				
Reuse Decisions	0.827	0.835			
Service Quality	0.845	0.731	0.835		
Promotion	0.784	0.791	0.787	0.700	

The HTMT test results indicate that all constructs have an HTMT value less than 0.90. Therefore, in terms of discriminant validity, all conceptions are legitimate.

By comparing each construct's square root of average variance extracted (AVE) value with the correlation it has with other constructs in the model, the discriminant validity test may also be performed using the Fornell and Larcker technique. Based on the Fornell Lackers test, the validity test results distribution was ascertained as follows:

Table 4: Fornell and Larcker Test Results

	Price	Customer Satisfaction	Reuse Decisions	Service Quality	Promotion
Price	**0.844**				
Customer Satisfaction	0.673	**0.871**			
Reuse Decisions	0.739	0.740	**0.927**		
Service Quality	0.794	0.775	0.778	**0.836**	
Promotion	0.706	0.817	0.729	0.824	**0.886**

Instead of finding a correlation between construct One and other constructs in models, the outcome showed that each construct had a bigger value. As a result, it may be said that every construct has been proven to be valid and discriminant.

B. Structural Model Evaluation (Inner Model)

Inner model testing can be done seen through mark coefficient determination of R-Square (R^2), effect size (F^2), and Q-Square predictive relevance (Q^2). While, level significance coefficient track used for testing hypothesis ie predict connection between latent variable.

➤ *R-Square Value Test Results (R^2)*

Coefficient determination R Square (R^2) shows how much big variable exogenous explain variable its endogenous.

Table 6: R Square Value (R^2)

Konstruk	R Square	RSquare Adjusted	Kategori
Customer Satisfaction (Y1)	0.702	0,697	Strong
Reuse Decisions (Y2)	0.682	0,676	Strong

The R Square (R2) value of the Customer Satisfaction (Y1) construct is 0.702. These results indicate that the endogenous variable Customer Satisfaction (Y1) can be explained by exogenous variables, namely Price (X1), Service Quality (X2), Promotion (X3) of 70, 2% while the remaining 29.8% is explained by other exogenous variables. Meanwhile, the construct of Reuse Decision (Y2) can be explained by exogenous variables, namely Price (X1), Service Quality (X2), Promotion (X3), and Customer Satisfaction of 68.2%. Meanwhile, the remaining 31.8% is explained by other exogenous variables.

➢ *Test Result Predictive Relevance (Q ^{2})*

The Q $^{2\ value}$ of the model is more than 0, indicating that the model has good predictive relevance, whereas Q² value is less from 0 indicates the model is lacking has predictive relevance.

Table 8: Predictive Relevance Value (Q^2)

	SSO	SSE	Q² (=1-SSE/SSO)
Price	800.000	800.000	
Customer Satisfaction	600.000	288.323	0.519
Reuse Decisions	600.000	255.244	0.575
Service Quality	1000.000	1000.000	
Promotion	1000.000	1000.000	

Based on the predictive relevance (Q2) calculation which shows the value of the Customer Satisfaction variable (Y1) is 0.519 and the value of the Reuse Decision variable (Y2) is 0.575. The values of these two variables are greater than 0 so it can be concluded that the model has relevant predictive value.

➢ *Testing Hypothesis*

Testing hypothesis PLS-SEM analysis in this study used significance 5% or with tolerance error α = 0.05. As for taking decision in PLS-SEM analysis for hypotheses with a 5% significance test is If |t-statistic| value > 1.96 or mark significance (p-value) < 0.05 and the path coefficient value is positive.
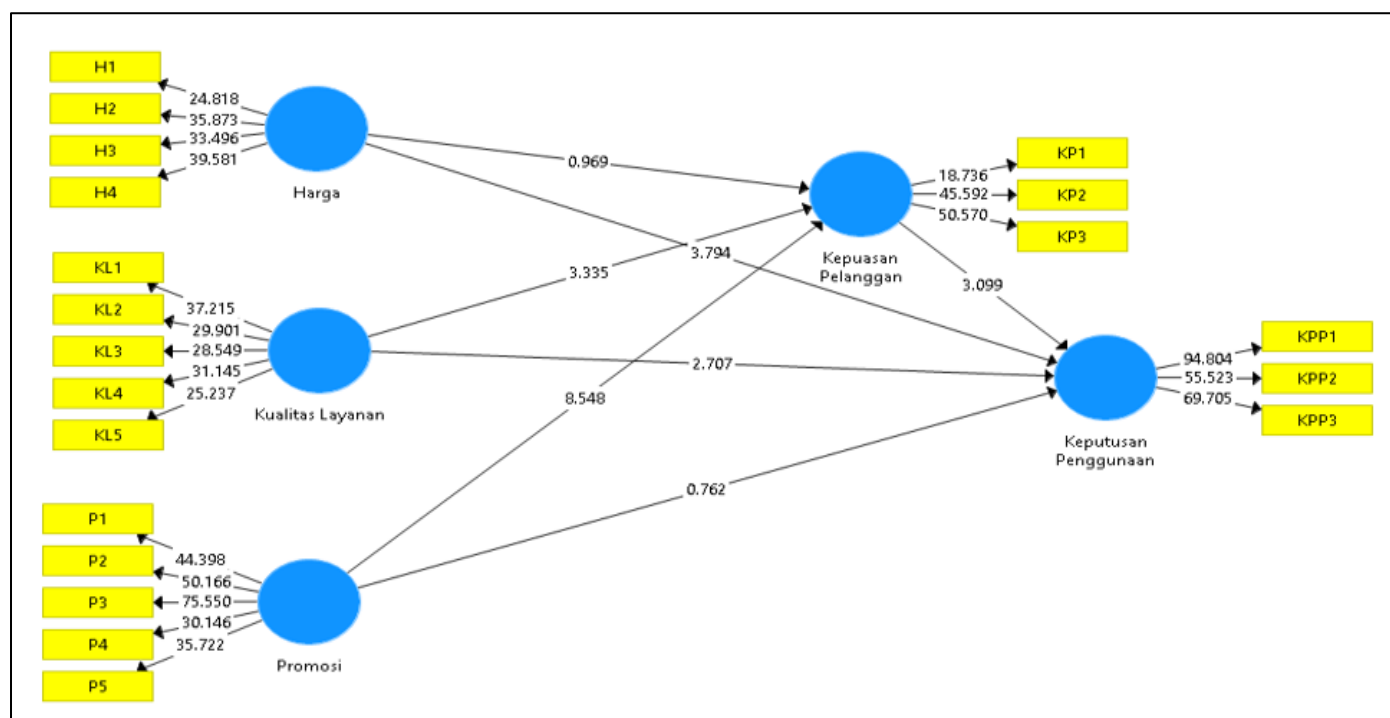

Fig 4: Path Diagram Path Coefficient & T-Statistics Structural Model (Inner Model)

Table 9: Results of Direct and Indirect Hypothesis Testing

	Original Sampel (O)	Standard Deviation (STDEV)	T Statistic (| O/STDEV |)	P Values	Ket.
Price (X1) → Customer Satisfaction (Y1)	0.081	0.085	0.969	0.333	No significant effect
Service Quality (X2) → Customer Satisfaction (Y1)	0.261	0.078	3.335	0.001	Positive and significant influence
Promotion (X3) → Customer Satisfaction (Y1)	0.544	0.064	8.548	0.000	Positive and significant influence
Customer Satisfaction (Y1)→ Keputusan penggunaan kembali (Y2)	0.268	0.086	3.099	0.002	Positive and significant influence
Price (X1)→ Reuse Decisions (Y2)	0.274	0.072	3.794	0.000	Positive and significant influence
Service Quality (X2)→ Reuse Decisions (Y2)	0.287	0.106	2.707	0.007	Positive and significant influence
Promotion (X3)→ Reuse Decisions (Y2)	0.080	0.105	0.762	0.447	No significant effect

	Original Sample (O)	Standard Deviation (STDEV)	T Statistic (| O/STDEV |)	P Values	Ket.
Price (X1) → Customer Satisfaction (Y1) →Reuse Decisions (Y2)	0.022	0.026	0.839	0.402	Unsuccessful mediation.
Service Quality (X2) → Customer Satisfaction (Y1) → Reuse Decisions (Y2)	0.070	0.032	2.190	0.029	successfully mediate.
Promotion (X3) → Customer Satisfaction (Y1) → Reuse Decisions (Y2)	0.145	0.048	03.024	0.003	successfully mediate.

V. DISCUSSION

A. H1: Effect of Price on Customer Satisfaction

H1 in this study was rejected. These results are in accordance with research in line with Hadyarti & Zaky (2022) which states that price has no effect on customer satisfaction. This means that price perception is not a variable that influences customer satisfaction for online transportation customers. Customer satisfaction with a price cannot influence customers' interest in using a service again, so a company must be able to provide a good perception of the price provided.

B. H2: Effect of Service Quality on Customer Satisfaction

H2 in this study was accepted. This is in line with results various study related past with influence quality service to Satisfaction Customer has carried out by Alfajar et .,al (2021), which states quality service influential positive significant to Satisfaction Customer.

It means Quality Service is influencing variables Satisfaction Customer. Quality Service is one of variable inside mix Marketing is very important implemented by the company in promote the product. However that's good something product , if consumer No get good service it will useful for them, then they No will use it Again.

C. H3: Influence Quality Service to Satisfaction Customer

H3 in this study was accepted . This is in line with results various study related past with influence Promotion towards Customer Satisfaction has carried out by Dedek Kumara (2021), who stated Promotion influential positive significant to satisfaction customer. Basically promotion is all purposeful activity communicate or convey something product to the target market to give information about privileges, uses and most importantly is about its existence, to change attitude or encourage people to act (in this thing buy). The main aim of promotion is to inform, influence and persuade and remind consumers.

D. H4: Influence Satisfaction Customer on Reuse Decisions

H4 in this study was accepted. The results of this study are consistent with study previously carried out by Syarifa Diyanti, et ., al (2021) that satisfaction customer give influence positive significant to decision use.

Customers who are bound by sentiments of loyalty will be bound to service providers. So, things that lead to satisfaction and then end up having an interest in using the service again. Thus, the better the customer satisfaction, the higher the level of interest in reuse, while the worse the customer satisfaction, the worse the level of interest in reuse.

E. H5: The Effect of Price on Reuse Decisions

H5 in this study was accepted. This research is supported by (Daeng, 2023) price influential on Usage Decisions.

The more competitive perception consumer to price make consumer have interest use service Again, this is because Online Transportation customers are everywhere

circles. This means the price is proven influence interest in using return online transportation. A certain amount of money was sacrificed consumer at a services to get benefit from its use can become consideration interest use back and through aspects price can predict exists interest Reuse.

F. H6: Influence Quality Service on Reuse Decisions

H6 in this study was accepted . This is in line with results research conducted by Khurotul Aini, (2018) stated quality service No influential on Usage Decisions.

Based on results analysis descriptive, known that on the statement When consumers know that quality service serve with well, this is it reason customer can use return. But If his service No Good so customer will consider back to using, because customer will feel satisfied and happy if the driver serves with Good.

G. H7: Influence Promotion on Reuse Decisions

H7 in this study was rejected . This is not in line with results research conducted by Elvera (2021) stated promotion on Usage Decisions.

Promotion No is one of the most important consequences evaluated by consumers and them need truly aware to use, consumers use transportation for needs every like leave work, school and so on. Buying decision Repeat is is action consumer after use services, consumers will feel level satisfaction or dissatisfaction certain, because need So consumer No too care with promotions given. This is meaningful that when customer given know about effort sustainability carried out by online transportation, they tend No own a more positive outlook to this online transportation, because they use in accordance needs and in Jakarta there are also many people who use it transportation general such as trains and KRL.

H. H8: The Effect of Price on Reuse Decisions is Mediated by Satisfaction Customer

H8 in this study was rejected. This is not in line with results research conducted by Clarissa Prameswari (2017) stated satisfaction customer No mediate influence price on Usage Decisions.

Price is one of them the most important consequences evaluated by consumers and them need truly realize role price in formation attitude consumer. Buying decision Repeat is is action consumer after use services, consumers will feel level satisfaction or dissatisfaction certain, however Because consumer use service online transportation because needs, so whatever price and satisfaction they will still use.

I. H9: Influence Quality Service on Reuse Decisions is mediated by Satisfaction Customer

H9 in this study was accepted. This is in line with research conducted by Devina (2020) stated quality service influential positive and significant to the Decision Use mediated by Satisfaction Customer. It means Satisfaction Customer mediate quality service on Usage Decisions. Evaluation respondents to variable quality service show that

respondents feel satisfied if the service provided is very good. Services provided interesting attention.

J. H10: Influence Promotion on Reuse Decisions is mediated by Satisfaction Customer

H10 in this study is accepted. This is in line with research conducted by Annisa Dewiyan (2021) stated Promotion influential positive and significant to the Decision use mediated by satisfaction customer. It means satisfaction customer mediate Promotion on usage decisions. Evaluation respondents to variable promotion show that respondents feel satisfied on services provided. Promotions carried out interesting online transportation attention, interest consumers to find out more about online transportation becomes higher after get promotion and satisfaction consumers, basically consumer evaluate promotions carried out online transportation is capable interesting desire consumer.

VI. CONCLUSION

A. Conclusion

➢ *Conclusions of This Research is:*

- Price no influential to Satisfaction Customer.
- Quality Service influential positive and significant to Satisfaction Customer.
- Promotion influential to Satisfaction Customer. This shows that the more Good promotions carried out online transportation then No make satisfaction consumer become the more increase.
- Satisfaction Customer influential positive and significant on Usage Decisions. This shows that the more Good satisfaction customer so make usage decisions consumer become the more increase.
- Price matters positive and significant on Usage Decisions. This shows that if the price increases Good so will improve Usage Decisions.
- Quality Service influential positive and significant on Usage Decisions. This shows that the more Good quality services provided so matter the will make Usage Decisions become the more tall.
- Promotion No influential on Usage Decisions. This shows that the more promotions carried out so matter the No will make Usage Decisions become the more tall.
- Price no influential on Usage Decisions mediated by Satisfaction Customer.
- Quality Service influential positive and significant on Usage Decisions mediated by Satisfaction Customer. This shows that the more Good Quality Service and satisfaction provided so matter the make Usage Decisions become the more high and satisfaction customers are also met.
- Promotion influential on Usage Decisions mediated by Satisfaction Customer. This shows that the more Good promotion and satisfaction provided so matter the will make Usage Decisions become the more tall.
- Perception Product No influential on Repurchase Intent mediated by Customer Satisfaction

- Brand Image is influential positive and significant on Repurchase Intent mediated by Customer Satisfaction

VII. SUGGESTION

➢ *For Companies*

- Services provided Online transportation is possible influence interest buy back, then the advice given researcher is to continue increase quality products to increase Lots customer.
- On the perception of the price offered on the product service in accordance with quality provided Still low so that need repaired to improve interest buy consumer.

➢ *For Researchers Furthermore*

- This research still has many shortcomings and limitations. The author suggests that further research re-examine the relationship between the direct influence of Price, Service Quality, Promotion, on Customer Satisfaction and Usage Decisions, and re-examine the indirect influence of Price Perception, Service Quality, Promotion, on Usage Decisions through Customer Satisfaction, considering the results of this research. The findings still have a positive relationship but no significant effect.
- Researchers did not examine the variables Product, Brand Image, Process, Information Quality, Trust and Convenience because there were not too many results from customers who filled out the pre-survey which showed that these variables could influence the decision to reuse.
- Future researchers can add other variables that influence the Usage Decision variable such as product quality, location, loyalty and so on so that it is hoped that they can produce better research results.

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