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Effectiveness Of Online Transport Services: Service Attitude, Timeliness, And Price Appropriateness On Online Transport User Decisions In Medan City

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ABSTRACT

Online transport services are one of the means of transport that has a level of comfort and safety that is in great demand today. Innovation in systems and services is one of the main attractions for application users to choose and use online transportation applications as a means of transportation that has affordability, service attitude and pick-up timeliness. In this study using quantitative methods are research based on the philosophy of positivism, used to research on specific populations and samples. This study used 100 samples from Medan Labuhan district using cluster sampling method. The results showed that service attitude has a positive and significant effect on online transportation user decisions, punctuality of pick-up time has no positive and insignificant effect on online transportation user decisions, price suitability has a positive and significant effect on online transportation user decisions in Medan City. Drivers are expected to provide a good and friendly service attitude during the journey, as an essential characteristic. Generally, passengers tend to give additional tips to the driver if they feel comfortable and safe during the journey. Although punctuality of pick-up is a factor that needs to be considered, it is not a major issue as passengers generally understand that travelling conditions can be difficult especially during peak hours, and pick-up delays are sometimes unavoidable. Price suitability is influenced by the pricing policy implemented by the company, which aims to maintain customer loyalty by offering affordable prices and attractive discounts through certain program.

Introduction

Online transportation competition is currently one of the things that needs attention for online-based transportation companies. This can be seen from the effectiveness of online transportation services in the community of Medan city. The community's assessment of online transportation is very diverse, it can be seen from how the level of community satisfaction with the attitude of the service, the timeliness of the pick-up, the suitability of the price charged to online application users. The decision to use online transportation is the basis for determining the community to choose online transportation with the best service and application system. Online transport is one of the means of transport that makes it easier for people to access services and facilities while driving.

According to Kotler and Armstrong (2016: 177), the decision to use services is part of consumer behaviour, which is the study of how individuals, groups and organisations choose, buy and use goods, services, ideas and experiences to satisfy their needs and wants. According to Machfoedz (2013: 44), the service usage decision is a process of evaluating and selecting among different alternatives according to certain interests by determining an option that is considered the most profitable. According to Kotler and Keller (2016), identify indicators of service usage decisions as follows: (1) Product choice; (2) Brand choice; (3) Purchase time; (4) Purchase amount; (5) Payment method.

The convenience of using online transport is one of the main priorities of the community to provide a positive evaluation of the services provided. In Indonesia, online transport has existed since 2010, but started to develop in 2015. The advantages of using online transport are low fares and easy access to booking, as the application is easy to download and very convenient. An online survey conducted by YLKI in 2017 showed that 84.1% chose online transport because it was cheap, 81.9% chose online transport because it was

fast, 78.8% chose online transport because it was comfortable, and 61.4% chose online transport for safety reasons. The decision to use online transport is an alternative choice given to users to choose which transport has the best system and service.

The success can be seen in the increasing number of public confidence in using online transportation, especially online car transportation as shown in Figure 2 below. However, in 2022, it was found that the data on the expectations of online transportation users are not too high percentage, as shown in Figure 1 below, which states that safety and security is only 29%, easy access to transportation is only 20%, economical is only 18%, easy to use is only 13%, additional features is only 10%, multi payment is only 9%, and good service is only 6%. This explains that online transport users are still not 100% confident in the convenience of using online transport. According to Nina Rahmayanty (2013: 119), service attitude is a state of mind that is influenced by the tendency of feelings, thoughts, and actions. According to Monir in Larasati Lallo (2015: 7), service attitude is an activity carried out by a person or group of people with a material basis or factor through a system of procedures and with certain methods in order to fulfil the interests of others in accordance with their rights. According to Fandy Tjiptono (2015: 35), indicators that affect service attitude satisfaction are expectations, disconfirmation (objective and subjective), perceived performance, and consumer attitudes.

According to Belinda Selfira, Jeanne Neltje (2022), it was recommended that administrators of online motorcycle taxi services issue warnings to drivers in response to negative actions towards users. Furthermore, the management of online motorcycle taxi services should enforce stringent penalties, such as freezing the driver's account or issuing warning letters, as a means of disciplining drivers. According to Shilvia L.Br. Silalahi et al (2017), it was found that the most influential factor in the evaluation of online transport service quality is perceived cognitive. Perceived cognitive refers to the alignment between the functionality of the online transportation application and the user's comprehension, such as receiving approximate distance and pricing information when ordering the service.

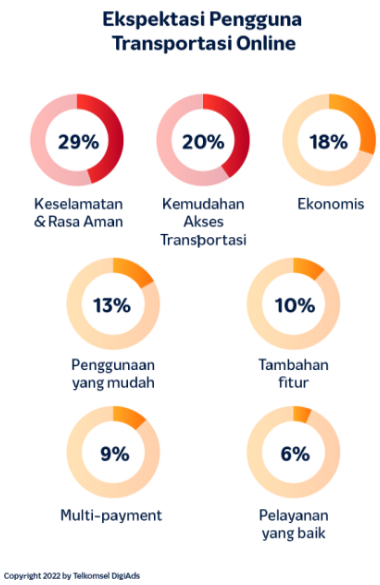

Figure 1. Expectations of Online Transport Users

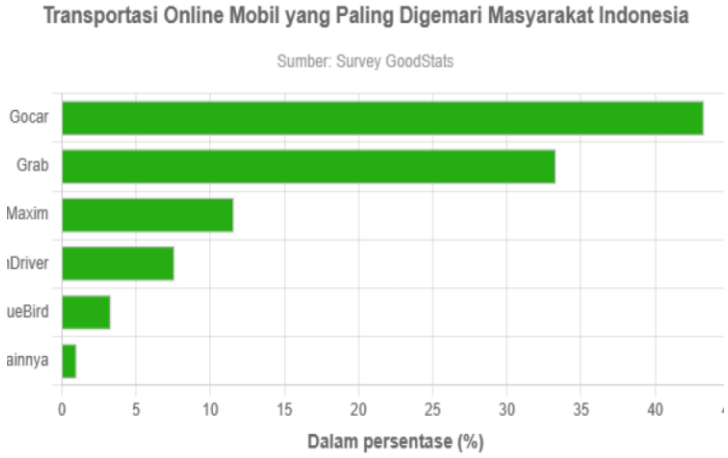

Figure 2. The most popular online car transport in Indonesia

Asandy Azwar Tanjung, Subandrio (2023), the findings from the study indicate a positive correlation between the timeliness variable and the level of interest among users of Grab online transportation services in Bengkulu city. In essence, an improvement in timeliness leads to an increase in the interest of service users. The research results emphasize the significant role of timeliness, particularly in terms of timely pickups and reaching destinations, as a key factor in enhancing the interest of users in Grab online transportation services in Bengkulu city.

According to Zeithaml et al. (2002), online transactions can be perceived as complex and intimidating by customers, highlighting the importance of ease of use. Costabile et al. (2005) further argued that the adoption of m-commerce systems is likely to increase when they are user-friendly, meeting customer needs and providing support services. This underscores the significant role of ease of use in shaping the perceived quality of service by customers (Costabile et al., 2005). Respondents in the study perceived GO-JEK as easy to use, with the continuous improvement of the user interface meeting user expectations being a contributing factor. On the other hand, perceived risks, content adequacy, and interactivity were identified as the three

least significant criteria in each respective dimension. In the overall ranking, compensation, trust, and perceived risk occupied the lower ranks. This outcome serves as valuable feedback for GO-JEK to identify areas in which they may need improvement in service quality. The study suggests that trust and perceived risks remain significant challenges in the realm of online transportation services in Indonesia

The public's assessment of service attitude is a top priority for driver partners to provide extra good service in welcoming passengers, reconfirming the passenger's name and the destination of the delivery location, but in this case there are many problems found among online transport application users such as poor customer service 28%, orders not matching 11% and bad drivers 7% as seen in Figure 3 below:

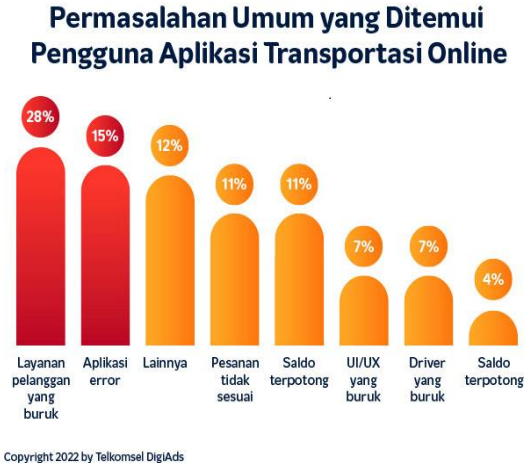

Figure 3. Application User Problems Online Transport

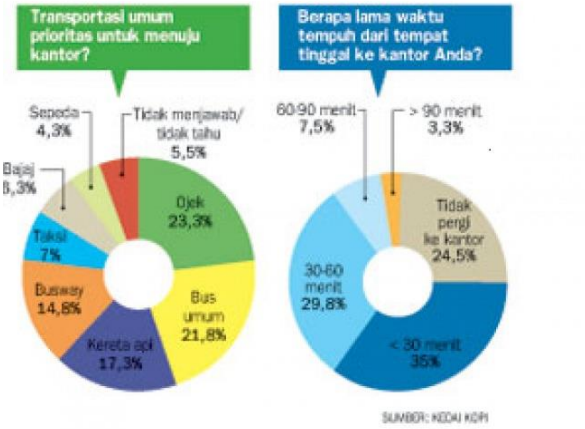

Figure 4. Pick-up and Delivery Time Delivery

According to Effendi (2019), says that timeliness is an utilisation of information by interested parties, before the information loses its ability as a basis for decision making. Information can be irrelevant if the information is not timely. According to Hanafi and Halim (2005) in Asandy Azwar Tanjung & Subandrio (2023), there are four aspects that include indicators of timeliness, namely: (1) Timeliness of arrival from departure; (2) Timeliness of preparation; (3) Timeliness compared to other modes of transport with the same destination; (4) Timeliness to destination.

Another issue relates to the timeliness of pick-up and delivery, which is the public's perception of online transport services. Punctuality is one of the most important factors in maintaining the trust of online transport users. In Figure 4 above, it can be seen that the most widely used online transport services are still ojek, public bus, train and busway. The highest average travel times are > 90 minutes (3.3%) and < 30 minutes (35%). This shows that ojek is preferred by users compared to taxis or other online car transport.

Price suitability is one of the assessments of online transport selection, where the price listed in the application matches the price paid by the application users. But the problems that occur are found in order discrepancies, as in Figure 3 above, which explains that transport applications are often problematic 15%, balances are deducted 11% and poor UI/IX application services 7%. According to Shinta in Pertiwi, et al (2016: 181), price is a value expressed in rupiah for exchange / transaction or the amount of money that consumers have to pay to get goods and services. According to Kotler and Armstrong (2016; 314), explaining that there are four indicators that characterise price are (1) price affordability; (2) price compatibility with product quality; (3) price compatibility with benefits; (4) price according to ability or competitiveness.

The pricing strategy carried out by Gojek is consumer-oriented through three main pillars, namely speed, innovation and social impact. Every decision and pricing is orientated to these cultural values, for example in the efficiency pricing strategy, one of the methods set is demand-based pricing, which means that pricing is based on consumer demand consistent with customer perceptions of value (Ai Annisaa Utami et al 2019). There have been several significant errors in the pricing practices of services, primarily due to service marketers overlooking the distinctive challenges associated with pricing intangible products. The fundamental principle guiding service pricing strategy is to establish a clear connection between the price customers pay and the value they derive from consuming the services offered by the company (Tjiptono, 2014).

Literature Review

Table 1. Definition, Operational Indicators of Research Variables

Variable	Definition	Indicator	Scale
Service Attitude (X_1)	Service attitude is an activity carried out by a person or group of people on the basis or material factors through a system of procedures and with certain methods in order to fulfil the interests of others in accordance with their rights. Source: Monir in Larasati Lallo (2015: 7)	1. Expectations 2. Disconfirmation (objective and subjective) 3. Perceived performance 4. Consumer attitude Source: Fandy Tjiptono (2015: 35)	*Likert*
Timeliness (X2)	Timeliness is the utilisation of information by interested parties, before the information loses its ability as a basis for decision making. Information can be irrelevant if it is not timely. Source: Effendi (2019)	1. Timeliness of arrival from departure 2. Timeliness of preparation 3. Punctuality compared to other modes of transport with the same destination 4. Timeliness to destination Source: Hanafi and Halim (2005) in Asandy Azwar Tanjung & Subandrio (2023)	*Likert*
Price Appropriateness (X3)	Price is a value expressed in rupiah for exchange/transaction or the amount of money consumers have to pay to obtain goods and services. Source: Shinta in Pertiwi, et al. (2016:181)	1. Price affordability 2. Price match with product quality 3. Price compatibility with benefits 4. Price according to ability or competitiveness Source: Kotler and Armstrong (2016; 314)	*Likert*
Online Transport User Decisions (Y)	Service usage decisions are part of consumer behaviour consumer behaviour is the study of how individuals, groups, and organisations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and wants. Source: Kotler and Armstrong (2016: 177)	1. Product selection 2. Brand choice 3. Time of purchase 4. Purchase amount 5. Payment method Source: Kotler and Keller (2016)	*Likert*

Method

The research method used is a quantitative approach, while the data analysis used is the PLS SEM method with outer model and inner model analysis techniques. In PLS-SEM, there are two stages of evaluating the measurement model used, namely the measurement model (outer model) and the structural model (structural model). The purpose of these two stages of measurement model evaluation intended to assess the validity and reliability of a model. A concepts and research models cannot be tested in a predictive model of relational and causal relationships if they have not passed the purification stage in the measurement model (Jogiyanto, 2011: 69). The conceptual framework is a series of explanations that connect several research variables whose selection is based on facts or phenomena obtained from the discovery of problems and supported by the accuracy of sources and research data. The research hypothesis for the use of research variables in this study can be seen in Figure 5. Conceptual framework below:

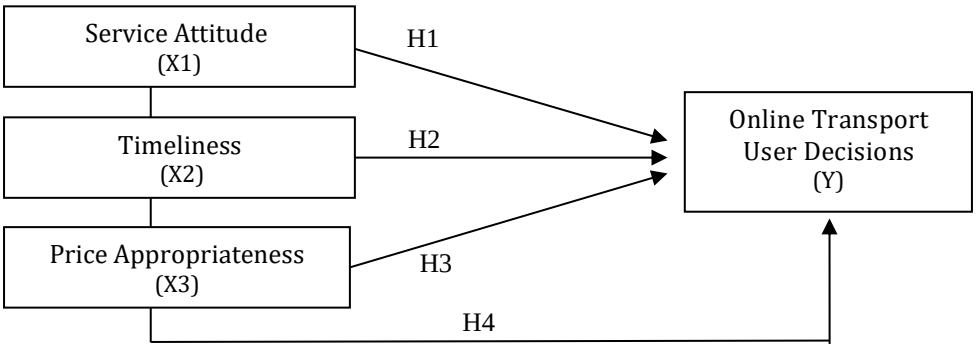

Figure 5. Conceptual Framework

H_1 : Service attitude has a positive and significant effect on online transport user decisions in Medan City.

H_2 : Timeliness has a positive and significant effect on online transport user decisions in Medan City.

H_3 : Price appropriateness has a positive and significant effect on online transport user decisions in Medan City.

H_4 : Service attitude, Timeliness and Price appropriateness have a positive and significant effect on online transport user decisions in Medan City

Research Result

Measurement Model (Outer Model)

Reliability Test

According to Jonathan Sarwono (2014), reliability is a measure of the internal consistency of indicators of a construct that shows the degree to which each indicator shows a common latent construct. According to Dionysia Kowanda (2016), the reliability requirement is a measure of the stability and consistency of the results (data) at different times. To test the reliability of constructs in research, the composite reliability value is used. A variable is said to fulfil construct reliability if it has a composite reliability value> 0.7 (Billy J. Maspaitella et al, 2018) and a cronbanch alpha value of > 0.7 has a good level of reliability for a variable (Assegaff, 2015). The composite reliability value of each indicator can be seen in Table 3 below:

Table 2. Reliability Test Result

	Cronbach's alpha	Composite reliability (rho_a)
Service attitude (X1)	0.877	0.887
Timeliness (X2)	0.937	0.964
Price appropriateness (X3)	0.853	0.858
Online transport user decisions (Y)	0.880	0.890

Source: Data Processed, 2023

In Table 3 reliability can be explained, namely the service attitude variable with Cronbach's alpha of 0.877 while the composite reliability is 0.887, it is declared reliable, the timeliness variable with Cronbach's alpha of 0.937 while the composite reliability is 0.964, it is declared reliable, the price appropriateness variable with Cronbach's alpha of 0.853 while the composite reliability is 0.858, it is declared reliable, the online transportation user decision variable with Cronbach's alpha of 0.880 while the composite reliability is 0.890, it is declared reliable.

Validity Test

Convergent Validity

Convergent validity measures the extent of the correlation that exists between constructs and latent variables. Evaluation of convergent validity can be done through the loading factor on each construct indicator. Loading factor with a value > 0.7 is considered an ideal value, indicating that the indicator validly measures the construct formed. In the context of empirical research, a loading factor value of > 0.5 is still acceptable, even some experts accept a value of 0.4. This figure reflects how much the construct can explain the variation in the indicator (Haryono, 2017).

Table 3. ***Loading Factor***

	Online Transport User Decisions (Y)	Price Appropriateness (X3)	Timeliness (X2)	Service Attitude (X1)
PA1		**0.767**		
PA4		**0.793**		
PA5		**0.799**		
PA7		**0.899**		
PA8		**0.706**		
OTUD1	**0.804**			
OTUD10	**0.759**			
OTUD2	**0.852**			
OTUD3	**0.861**			
OTUD9	**0.830**			
TL1			**0.819**	
TL2			**0.820**	
TL3			**0.850**	
TL4			**0.883**	
TL5			**0.831**	
TL6			**0.801**	
TL7			**0.754**	
TL8			**0.878**	
SA2				**0.806**
SA4				**0.864**
SA6				**0.761**
SA7				**0.799**
SA8				**0.855**

Source: Data Processed, 2023

In Table 4, the loading factors are elucidated, specifically for the variables of personal selling, premium price, and income level. It is observed that all loading factors surpass a value of 0.7. This leads to the conclusion that all indicators fulfill the criteria for convergent validity, signifying that none of the indicators for these variables were excluded from the model.

Discriminant Validity

Discriminant validity occurs when two different instruments, which measure two anticipated constructs, show no significant correlation in the resulting scores (Hartono in Jogiyanto, 2011). Evaluation of discriminant validity in reflective models is done through cross-loading, where the value is compared to the Average Variance Extracted (AVE) value. It can also be measured by comparing the square root of the AVE with the correlation between the constructs. The measurement of cross-loading involves comparing the correlation between the indicator and the other block constructs.

Table 4. Discriminant Validity

	Average variance extracted (AVE)
Online Transport User Decisions (Y)	0.676
Price appropriateness (X3)	0.632
Timeliness (X2)	0.689
Service attitude (X1)	0.669

Source: Data Processed, 2023

Based on Table 4, the AVE value on the latent variable service attitude is 0.669, timeliness is 0.689, price appropriate is 0.632 and online transport user decisions is 0.676 from the above variables that show a latent value greater (>) 0.50. It can therefore be said that the measurement model has valid descriminant

validity. The next validity step is the Fornell-Larcker criterion with constructs, which shows the validity of the variables by evaluating whether the correlation is higher than the correlation between different variables. According to Dandi Pratama, Novrian, et al. (2018), if the relationship between the constructs of each indicator is stronger than the relationship between other constructs, it means that the latent construct can provide better prediction of these indicators compared to other constructs. According to Henseler, et al (2015), the Fornell-Larcker criterion is a conventional method that has been used for more than 30 years, in which a comparison is made between the square root of the average variance extracted (AVE) on each construct and the correlation between that construct and other constructs in the model.

Table 5. Fornell Larcker Criterion

	Online Transport User Decisions (Y)	Price Appropriateness (X3)	Timeliness (X2)	Service Attitude (X1)
Online Transport User Decisions (Y)	0.822			
Price Appropriateness (X3)	0.494	0.795		
Timeliness (X2)	0.355	0.415	0.830	
Service Attitude (X1)	0.631	0.327	0.285	0.818

Source: Data Processed, 2023

In Table 5. Fornell Larcker criterion can be explained by successively starting from the service attitude variable of 0.818, timeliness of 0.830, price appropriateness of 0.795, and the decision to use online transportation of 0.822. Based on Table 6, it can be seen that each statement indicator has the highest loading factor on the latent construct being tested, compared to other latent constructs. This shows that each statement indicator can be well predicted by each latent construct, indicating that discriminant validity has been met. Thus, it can be concluded from the table results that all constructs meet the discriminant validity criteria. Apart from using the AVE value, another approach that can be used to assess discriminant validity is to use the cross-loading value. According to Dandi Pratama, Novrian, et al (2018), an indicator is considered to meet discriminant validity if its cross-loading value reaches 0.70 or more. Cross-loading is usually used as a first step in assessing the discriminant validity of an indicator. Specifically, the indicator's external load on the relevant construct should be higher than all cross-loadings (correlations) on other constructs.

Table 6. Cross Loading

	Online Transport User Decisions (Y)	Price Appropriateness (X3)	Timeliness (X2)	Service Attitude (X1)
PA1	0.431	**0.767**	0.295	0.312
PA4	0.442	**0.793**	0.335	0.302
PA5	0.310	**0.799**	0.310	0.171
PA7	0.375	**0.899**	0.377	0.228
PA8	0.370	**0.706**	0.328	0.251
OTUD1	**0.804**	0.371	0.197	0.459
OTUD10	**0.759**	0.291	0.298	0.458
OTUD2	**0.852**	0.447	0.293	0.492
OTUD3	**0.861**	0.326	0.359	0.597
OTUD9	**0.830**	0.558	0.303	0.567
TL1	0.130	0.226	**0.819**	0.154
TL2	0.422	0.476	**0.820**	0.242
TL3	0.316	0.265	**0.850**	0.353
TL4	0.190	0.249	**0.883**	0.162
TL5	0.249	0.331	**0.831**	0.211
TL6	0.275	0.335	**0.801**	0.233
TL7	0.333	0.390	**0.754**	0.249
TL8	0.197	0.289	**0.878**	0.158
SA2	0.471	0.178	0.170	**0.806**

SA4	0.545	0.304	0.218	**0.864**
SA6	0.399	0.280	0.175	**0.761**
SA7	0.545	0.249	0.324	**0.799**
SA8	0.588	0.318	0.256	**0.855**

Source: Data Processed, 2023

Cross-loading, i.e. the correlation coefficient of the indicator with its association construct (cross-loading) compared with the correlation coefficient with other constructs (cross-loading). The value of the indicator's correlation construct must be greater for its association construct than for other constructs. This higher value indicates that an indicator is better at explaining its association construct than at explaining other constructs. (Jorg Henseler et al., 2014).

The results of the cross-loading assessment from Table 7, show that the cross-loading value for each indicator in each latent variable is higher than the value of other latent variables, and all exceed the value of 0.7. Thus, it can be concluded that each latent variable has shown good discriminant validity, where some latent variables have measures that have a high correlation with other constructs. If the measurement model has been proven valid and reliable, then the next step is to evaluate the structural model. However, if it does not meet these criteria, then revisions to the path diagram are needed

Structural Model Test

The structural model (Inner Model) describes the relationship between latent constructs by evaluating parameter coefficients and their significance levels (Ghozali, 2011). Inner model measurement can be done by calculating the R-square for the dependent construct, conducting a t-test, and assessing the significance of the parameter coefficients on the structural path

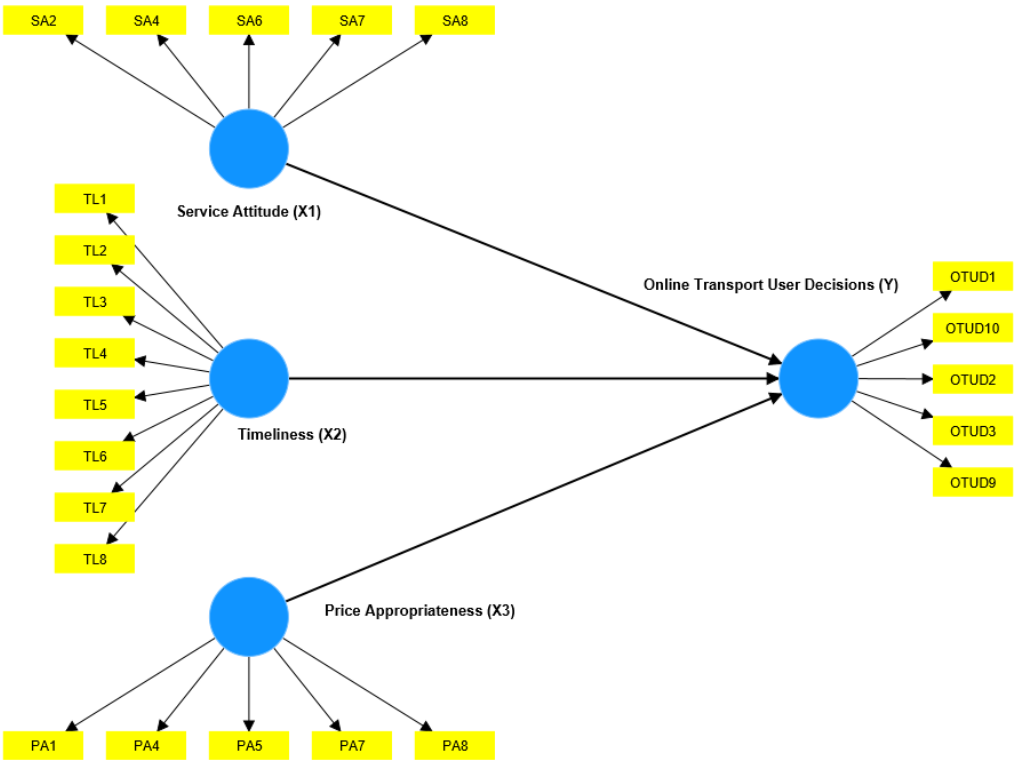

Figure 3 Structural Model
Source: Data Processed, 2023

R Square Value

There are three categories in grouping R-square values. If the R-square value is 0.75, it is in the strong category; for an R-square value of 0.50, it is in the moderate category and 0.25 is in the weak category (Hair et al, 2010). The R-square value of the dependent variable obtained in this research model can be seen in Table 7 below:

Table 7. *Adjusted R.Square*

	R-square	R-square adjusted
Online Transport User Decisions (Y)	0.498	0.482

Source: Data Processed, 2023

The construct value of online transportation user decisions in Medan City obtained an Adjusted R. Square value of 0.482 which can be interpreted that the variation in online transportation user decision variables can be explained by the service attitude variables, timeliness and price appropriateness by 48.2%, while the remaining 51.8% is explained by other variables outside of the variables studied.

Hypothesis Test

According to Pratiwi, Rizki (2017), after a research model is believed to be fit, hypothesis testing can be carried out. The next step is to test the hypothesis that has been built in this study. In this case, the bootstrapping method is carried out on the sample. Bootstrapping testing is intended to minimise the problem of abnormalities in research data. The last step of the test using the smart Pls application is hypothesis testing and is done by looking at the results of the bootsrapping value. This test is done by selecting the calculate menu and after that the menu options appear, then select bootstrapping, then the desired data will appear. The following are the results of data testing using bootstrapping:

Table 8. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Price Appropriateness (X3) -> Online Transport User Decisions (Y)	0.290	0.250	0.112	2.589	0.010
Timeliness (X2) -> Online Transport User Decisions (Y)	0.090	0.137	0.114	0.784	0.433
Service Attitude (X1) -> Online Transport User Decisions (Y)	0.511	0.511	0.082	6.249	0.000

Source: Data Processed, 2023

Assegaff (2015), in this study there are 3 hypotheses to be developed. To test the hypothesis, 2 criteria are used, namely the path coefficient value and the t-statistic value. Natalia, Ria & Tarigan, Josua (2014), the criteria for the path coefficient value is that if the value is positive, then the effect of a variable on the variable it affects is unidirectional. If the path coefficient value is negative, then the effect of a variable on other variables is in the opposite direction. The research hypothesis can be accepted if the calculated t value (t-statistic)> t table at an error rate (α) of 10%, namely 1.66.

1. Service Attitude (H1)
   The service attitude has a t-statistics value of 6.249 > 1.66 and a p-value of 0.000, so the service attitude has a positive and significant influence on the decision to use online transportation in Medan City.
2. Timeliness (H2)
   The timeliness of pick-up has a t-statistics value of 0.784 < 1.66 and a p-value of 0.433, so timeliness does not have a positive and insignificant effect on the decision to use online transportation in Medan City.
3. Price Appropriateness (H3)
   Price appropriateness has a t-statistics value of 2.589 > 1.66 and a p-value of 0.010, so price appropriateness has a positive and significant effect on decisions to use online transportation in Medan City.

Discussion

Service Attitudes on Online Transportation User Decisions in Medan City

Based on the results of the hypothesis test, the statistical t value is 6.249> 1.66 and the p value is 0.000, so the service attitude has a positive and significant influence on the decisions of online transportation users in Medan City. Service attitude is something that greatly influences the decisions of online transportation users because a good service attitude can provide a positive assessment of the image of online

transportation used today as application-based transportation that has an easy and more effective ordering system to reach the needs of people who use online transportation services in Medan City. With various problems in the transport sector, transport service providers are increasingly eager to compete to bring new innovations as a solution to the various challenges faced. To meet these needs, the existence of service providers that provide good, superior and innovative services is needed, with the hope of creating satisfaction for customers and continuing to compete effectively with other similar service providers (Utari & Amanda, 2021). Service quality is the result of customer assessment of how far the difference is between expectations and the perceived reality of a service they receive from a service provider (company), whether the assessment is partial or overall (Rasyid, 2017). Based on this explanation, it can be concluded that service attitude has a very important role in providing comfort for the use of online transportation services. A good service attitude will provide a very memorable experience for the use of online transportation services. The driver's service attitude is a reflection of the success of online transportation services in maintaining their credibility and recognition that their transportation services are the best.

Timeliness on the Online Transport User Decisions in Medan City

Based on the results of the hypothesis test, the t-statistic value is 0.784 < 1.66 and the p value is 0.433, so the timeliness does not have a positive and insignificant effect on the decision of online transportation users in Medan City. This is because the timeliness is not one of the main application users using online transportation services. Timeliness starts from the initial booking or order placed by the customer based on the distance and pick-up point. If the distance and pick-up point conditions are too far from the driver's starting place, the driver will inform the customer whether they are willing to wait or not and if they are not willing, the customer will cancel the order and place a repeat order, while if they are willing to wait, the estimated pick-up time will take longer. According to Chairil and Ghozali (2012), timeliness can be defined as "the use of information by decision makers before the information loses its capacity to support their ability to make decisions." The successful use of information in a timely manner is considered very important, in accordance with Baridwan's view in Anatasia and Mukhlisin, which states that "information must be submitted as soon as possible so that it can be used as a basis for making economic decisions and to avoid the formation of these decisions." In the context of Grab's online motorcycle taxi transport service, timeliness refers to the aspect of pick-up and arrival at the destination. Evaluation of Grab's timeliness can be seen through the estimated time presented in its app feature. However, there are challenges related to punctuality, especially during peak and off-peak hours, where delays can often occur. Based on the above opinions, it can be concluded that the timeliness of pick-up is a very important thing that must be considered by application users, especially in making reservations related to pick-up time because pick-up delays are not due to deliberate elements but because the driver's travel conditions are too far from the pick-up point, why this can happen is because only the driver is available at the time the booking is made.

Price Appropriateness on Online Transportation User Decisions in Medan City

Based on the results of the hypothesis test, the t-statistic value is 2.589> 1.66 and the p value is 0.010, so the price suitability has a positive and significant effect on the decision to use online transportation in Medan City. Price is one of the assessments of application users to make comparisons between one online transportation service and another. Price mismatch is a problem that customers will face, especially if the delivery distance is not too far but is charged an inappropriate price. This problem will be a boomerang for online transport service companies to evaluate the suitability of pricing with pick-up and delivery distances. Application users will turn to other transportation services because the price given is much cheaper and adjusts to the distance and pick-up and drop-off points. Price is the amount of funds (combined with several products if necessary) needed to obtain several combinations of products and services" (Tjiptono Fandi, 2014). According to Kodu (2018) in his research shows that the price factor has a positive and significant effect on consumer purchasing results. Ari Setiyaningrum, et al (2015: 128), state that price is the main factor that can influence a buyer's choice, price plays a role in determining consumer purchases, for this reason, before setting a price, the company should look at several price references for a product that is considered quite high in sales. Based on the several opinions above, it can be concluded that price suitability will influence the decision to use online transportation in Medan City. The importance of pricing will be one of the assessments of application users to use online transportation services as a means of transportation used during travel activities. This is what makes transportation service companies such as Grab Car, Go Car, Maxim and other online taxis prepare competitive prices and according to the distance and pick-up point.

Service Attitude, Timeliness, and Price Appropriateness on Online Transport User Decisions in Medan City

The construct value of online transportation user decisions in Medan City obtained an Adjusted R. Square value of 0.482 which can be interpreted that the variation in the online transportation user decision variable can be explained by the service attitude variable, timeliness and price approriateness by 48.2%, while the remaining 51.8% is explained by other variables outside of the variables studied. Service attitude, timeliness and price appropriateness are one of the determining factors for online transportation user decisions for online transportation users in Medan City. A good and friendly service attitude is a characteristic that must be given by the driver during the trip, and most passengers will give additional tips to the driver if the passenger feels comfortable and safe. Punctuality is a concern but it is not a major issue because travelling conditions during peak and off-peak hours are something that passengers understand and pick-up delays will often occur. Price suitability will depend on the pricing carried out by the company to maintain the loyalty of passengers who always use its transportation services, because in addition to having affordability prices also provide attractive discounts set by the company on certain programs. According to Monalisa Tampubolon, Miftahul Jannah, Rinaldi Gultom & Hendra Jonathan Sibarani (2020), in their research results stated that purchasing power does not always have a significant effect on community loyalty. It is also good that PT ATLAS Medan does not only focus on the service system and timeliness, but also focuses on other factors that are more influential on community loyalty and on PT ATLAS Medan

Conclusion

This research is limited to application users who use online-based transportation services and services. The research sample is limited to application users who use online transportation as a means of transportation for passenger drop-off and pick-up. The results obtained for the variable service attitudes have a positive and significant effect on online transportation user decisions, timeliness does not have a positive and insignificant effect on online transportation user decisions, price appropriateness has a positive and significant effect on online transportation user decisions, service attitude, timeliness and price suitability simultaneously have a positive and significant effect on online transportation user decisions in Medan City. Online transportation service companies currently need to pay attention to the level of application user satisfaction related to service attitude, timeliness and price appropriateness. Online transportation business competition is one of the things that needs to be considered, especially in increasing the trust of online transportation application users and maintaining customer loyalty to the services and services available in online transportation applications. For future researchers, it is recommended that they conduct and develop this research with other variables that can influence online transportation user decisions because there are still other factors that influence online transportation user decisions in Medan City

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