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INFLUENCE PRICE, SERVICE QUALITY AND TIME  
EFFICIENCY ON CUSTOMER INTEREST IN  
SUBSCRIBING TO ONLINE TRANSPORTATION ( GRAB )  
AT THE FACULTY OF TEACHER TRAINING AND  
EDUCATION (FKIP) PRIMA INDONESIA UNIVERSITY

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**Abstract**

Grab is an application founded by Anthony Tan and Tan Hooi Ling in 2011 and began to be present in Indonesia in May 2014. Grab is very helpful in providing online transportation services to the public so it is in great demand by the public. Time Efficiency is the ability to use time so that not too much time is wasted, instead it is spent on the right things. In this research, the author is interested in researching the time efficiency variable because not many studies have used this variable. Simultaneously, price, service quality and time efficiency have an insignificant effect on customer interest in subscribing to online transportation services Grab at the Faculty of Teacher Training and Education, English Language Study Program , Prima Indonesia University. For Grab , the author hopes that this research can be used as information about what things influence customer interest in subscribing and also as a reference in improving facilities to increase customer interest. For future researchers, the author hopes that this research can be used as additional information for further research and adding variations to other variables which may also influence customer interest

**Keywords:** Price, Time Efficiency, Customer, Transportation, Online Taxi

## INTRODUCTION

As time goes by, the development of technology and mobile devices is one of the things that society needs. Currently, people choose practical, effective and efficient options. As technology continues to develop, there are more and more applications designed with various innovations to make human work easier. In daily activities, technological developments play an important role in people's lives.

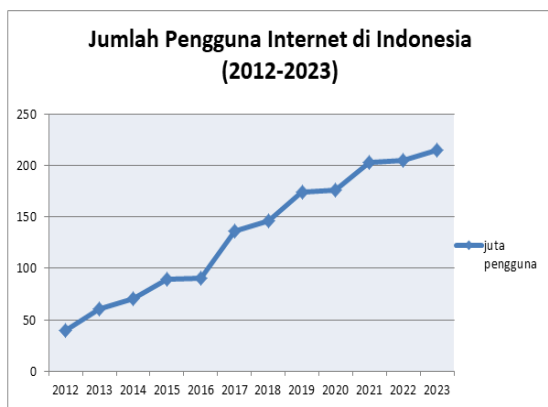


Figure 1. User Graph Internet in Indonesia

Judging from the report listed above which was taken from the website [dataindonesia.id](http://dataindonesia.id), 2023, you can see a graph of Indonesian people accessing the internet continues to increase every time the year. Enhancement most significant happen between 2016 and 2017. Where in 2016 there were 90.7 million internet users, and an increase of 45.3 million in 2017. This shows the significant influence of the internet on people's lives today. One of them is application innovation developed to make people's lives easier. An example is the Grab application. Grab is an application founded by Anthony Tan and Tan Hooi Ling in 2011 and began to be present in Indonesia in May 2014. Grab is very helpful in providing online transportation services to the public so it is in great demand by the public. When the

Covid-19 pandemic spread in Indonesia, Grab continued to try to overcome public anxiety and concerns by presenting service features in the form of *Grab Protect* with the main requirement being that the driver *is* required to have it 2 (two) vaccines times and provide *hand sanitizer* as well as, a barrier that divides the passenger and driver. Judging from the efforts made by Grab to continue serving the community in any condition, it is not surprising that Grab can attract customers easily. Customer interest is something that can attract and make potential consumers intend to make transactions after going through various considerations. Things that can attract customer interest are: Price, Service Quality, and Time Efficiency. Price is a nominal value set by the producer or seller which functions as a benchmark for an item and is determined based on various calculations which reflect the quality of a good and service. Grab has a price tariff per meters which makes it easier process calculation costs for paid by customer to driver. Grab always deliver Lots promo, discount vouchers nor cashback. Matter the become Wrong One excellence which making Grab very popular with its customers. From research conducted by Nufauzi, et al (2023), it was found that prices have an influence because they have an impact important for customers who feel exists influence price goods on the quality of the goods sold. Service Quality is an assessment of how customers are treated and whether customers feel satisfied with the services provided. In this case, Grab created a star and review feature that customers can give to the driver at the end to ensure there are no obstacles during the trip. From research conducted by Arianto, N., & Difa, SA (2020), it was found that service quality has a positive impact on customer interest



and therefore training to improve skills in serving is very necessary.

From research conducted by Gunarsih, CM, Kalangi, Ja ., & Tamengkel, LF (2021), price has a positive influence on purchasing decisions because most or average purchases that occur are determined by the product price value. Meanwhile, from research conducted by Sri Mulyana (2021), price does not have a positive influence due to other considerations including buyer desires, so price is not used as a top priority.

From research conducted by Cesariana , C. et al. (2021) service quality own influence positive to decision purchase This is because buyers will be more confident in making transactions if the quality of service provided continues to improve. Meanwhile, from research conducted by Inneke Nadya YY (2020), service quality does not have a significant positive influence because some respondents prioritize other factors compared to service quality.

From research conducted by Anggraini, A. (2020), time efficiency has a positive influence on user interest in making transactions using the OVO application. compared to the payment use cash.

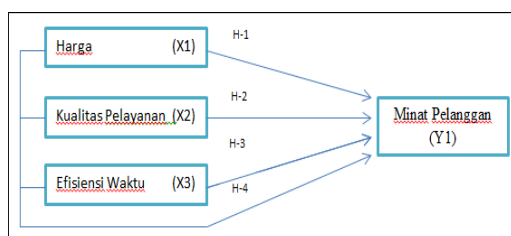


Figure 2. Framework Conceptual

**RESEARCH METHODS**

This type of research uses survey techniques carried out using distribute questionnaires containing several questions that have been prepared by

researchers, then the answers received will be processed and then analyzed. In this research there are 2 variables, namely the dependent variable and the independent variable. Customer interest as a dependent variable and price, service quality and time efficiency as the independent variable. This research uses a quantitative method by distributing questionnaires containing questions where the results of these questions will be processed using SPSS Ver 29. Population is defined as a generalized (certain) area that contains objects and subjects that have certain characteristics and qualities that the researcher decides to research and draw conclusions (Sugiyono, 2017). The population in this study were students of the English language education study program at Prima Indonesia University.

**RESULTS AND DISCUSSION**

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Harga (X1)	73	6	12	9.42	1.462
Kualitas Pelayanan (X2)	73	5	12	9.59	1.632
Efisiensi Waktu (X3)	73	6	12	9.53	1.591
Minat Pelanggan (Y)	73	4	8	6.41	1.141
Valid N (listwise)	73				

Figure 3. Results Descriptive statistics

Based on results output test statistics descriptive on can concluded that :

1. The price variable (X1) with a sample size of 73 has a minimum value of 6, the maximum value 12 with an average value of 9.42 and a standard deviation value of 1.462.
2. The service quality variable (X2) with a sample size of 73 has a minimum value 5, mark the maximum 12 on average - flat mark 9.59 and the standard deviation value is 1.632.
3. The time efficiency variable (X3) with a sample size of 73 has the minimum value 6, the maximum value 12 with an



average value of 9.53 and a standard deviation value of 1.591.

4. The Customer Interest variable (Y) with a sample size of 73 has a minimum value of 4, the maximum value 8 with an average value of 6.41 and a standard deviation value of 1.141.

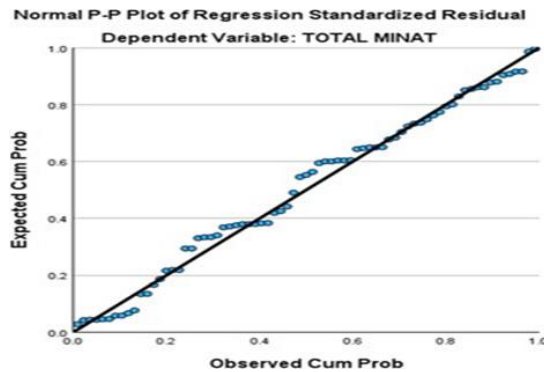


Figure 4. Chart – Plots

Based on line P-Plot on , can seen that point – point gather follow the existing diagonal line.

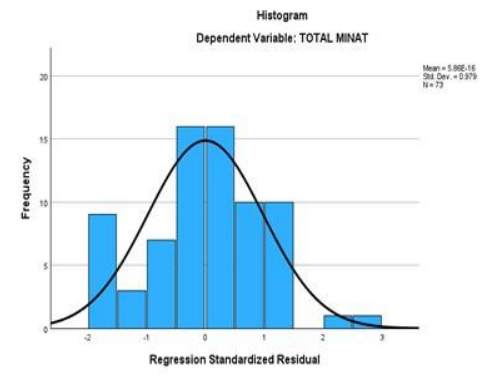


Figure 5. Histograms

Based on the histogram graph above , it can be seen that the bell-shaped wave is symmetrical between left and right.

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			73
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.06594064
Most Extreme Differences	Absolute		.076
	Positive		.065
	Negative		-.076
Test Statistic			.076
Asymp. Sig. (2-tailed) <sup>c</sup>			.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.		.371
	99% Confidence Interval	Lower Bound	.358
		Upper Bound	.383

Figure 6. Normality Test Results

Based on the results of the correlation test , it can be seen that the value of price (X1), service quality (X2) and time efficiency (X3) has a residual value greater than 0.05. Based on the results of the tests above , it can be concluded that the variables price (X1), service quality (X2) and time efficiency (X3) do not have symptoms of heteroscedasticity.

Based on results analysis regression linear multiple on , can concluded that :

$$\begin{aligned}
 Y &= a + b_1X_1 + b_2X_2 + b_3X_3 \\
 &= 2,903 + 0.124 \text{ Total Price} + 0.112 \\
 &\text{Total Quality Service} + 0.133 \text{ Total} \\
 &= \text{Time efficiency} + e
 \end{aligned}$$

Based on the formula above , it can be concluded that total price, total service quality, total time efficiency have a positive growth positive direction . This can be seen in the value price (X1) 0.124, mark quality service (X2) 0.112, mark efficiency time (X3) 0.133.

Based on the simultaneous test above , it can be concluded that the variables price (X1), service quality (X2) and time efficiency (X3) have a simultaneous influence on the customer interest variable (Y). This can be seen from the calculated r value which is greater than the table f value (3.335 > 2.74). Partially, the price variable (X1) has a calculated t value of 1.313 which is greater than 0.05 so it can be said that the price variable (X1) does not have a significant effect on the customer interest variable (Y). Partially, the service quality variable (X2) has a calculated t value of 1.337 which is greater than 0.05 so it can be said that the service quality variable (X2) does not have a significant effect on the customer interest variable (Y). By Partial, variable efficiency time (X3) with mark t count as



big as 1,589 which is greater than 0.05 so it can be said that the time efficiency variable (X3) does not have a significant effect on the customer interest variable (Y).

Based on the results of the coefficient of determination test, the influence of the price variable (X1), service quality variable (X2) and time efficiency (X3) has an influence of 8.9% on the value of customer interest (Y). This can be seen from the Adjusted R Square value of 0.089. Based on the results of the t test, partially the price variable (X1) does not have a significant effect on the customer interest variable (Y). This is in accordance with the results obtained by (Mulyana, 2021) where price has no effect because Price is not the main priority, but there are many other considerations that must also be taken into account. Therefore, it can be concluded that H-1 is rejected and HO is accepted. Based on the results of the t test, partially the service quality variable (X2) does not have a significant effect on the customer interest variable (Y). This is in accordance with the results obtained by (Yusuf, 2020) where Student respondents, who are predominantly young, are not too concerned with the quality of service but rather the other specifications offered. Based on the results of the t test, partially the time efficiency variable (X3) does not have a significant effect on the customer interest variable (Y). By estimating distance, travel time and road conditions, customers can minimize delays. Therefore, time efficiency is not important in growing customer interest in subscribing.

## CONCLUSION

Based on results loyal test – test Which has done, so can concluded :

- 1) Partially, price does not have a significant effect on customer interest in subscribing to online

transportation services Grab at the Faculty of Teacher Training and Education, English Language Study Program , Prima Indonesia University. Matter This can be seen from mark test t 1,313 more small from mark t table 1.995.

- 2) Partially, service quality does not have a significant effect on customer interest in subscribing to online transportation services Grab at the Faculty of Teacher Training and Education, English Language Study Program , Prima Indonesia University. Matter this can seen from mark test t 1,337 more small from t table value 1.995.
- 3) Partially, time efficiency does not significantly influence customer interest in subscribing to online transportation services Grab at the Faculty of Teacher Training and Education, English Language Study Program , Prima Indonesia University. Matter This can be seen from mark test t 1,589 more small from mark t table 1.995.
- 4) Simultaneously, price, service quality and time efficiency have an insignificant effect on customer interest in subscribing to online transportation services Grab at the Faculty of Teacher Training and Education, English Language Study Program , Prima Indonesia University. This can be seen from the test scores f 3.335 is greater than the table f value of 2.74

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