Aditi, Bunga; Hafizah; Muda, Iskandar

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The Effect of Services, Price Discount and Brand Equity on Consumer Purchase Decisions in Go-Jek a Technology Start-up Transport

Bunga Aditi[1], Hafizah[2], Iskandar Muda[3]

[1,2] Faculty of Economics and Business, Universitas Harapan, Medan, Indonesia, [1]E-mail: bunga.aditi16@gmail.com
[3]Faculty of Economics and Business, Universitas Sumatera Utara, Medan, Indonesia

Abstract

Success in an increasingly competitive online industry, giving an overview to online industry players can offer the right products to consumers, with the best services, discounted prices and those who are famous. Therefore, there needs to be an understanding of the target market or consumers to be served because it is very important in increasing business activities. Increasingly tight business competition now results in companies being faced with the challenge of being able to maintain survival. One of them is PT GO-JEK. The purpose of this study is to find out and analyse the influence of services, price discounts and brand equity on consumer purchasing decisions at PT GO-JEK. The method used in this study is descriptive analysis method by describing or describing the collected data as it is without intending to draw conclusions. Applies to general or generalization. The data analysis method used is Multiple Linear Regression using SPSS software. The results of the study show that Service, Price Discounts and Brand Equity simultaneously have a positive and significant effect on consumer purchasing decisions at PT GO-JEK. The results showed partially that the service had a positive and significant effect on consumer purchasing decisions at PT GO-JEK. The coefficient of determination (R^2) of the Service variable, Price Discount and Brand Equity is able to explain the purchasing decision of consumers of GO JEK by 92.7% while the remaining 7.3% is explained by independent variables not examined.

1. Introduction

Success in a competitive online industry, giving an overview to online industry players can offer the right products to consumers, with the best services, discounted prices and those who are famous. Therefore, there needs to be an understanding of the target market or consumers to be served because it is very important in increasing business activities. Increasingly tight business competition now results in companies being faced with the challenge of being able to maintain survival. One of them is PT GO-JEK. The company is engaged in the online industry that offers various types of brands for each product. In this modern era, many people use smartphones to find necessary needs such as foraging with delivery orders or finding transportation equipment that can pick up and deliver their destinations either by using a two-wheeled vehicle (motorbike) commonly known as online motorcycle taxi or wheeled vehicle 4 (car) which is known as an online taxi only by ordering through an existing application. Existing applications are competing to offer services that can meet consumer needs and at relatively affordable prices. One of the online taxi services is Go-Car, which is a four-wheeled transportation service that picks up and delivers according to orders made by consumers on the Go-Jek application on a smartphone via a GPS that has been determined. Go-Car is a service from PT Gojek Indonesia who uses private cars to be used as an online transportation tool. Go-Car itself was just created by PT Gojek Indonesia in April 2016 as a competitor for other competitors who had first operated in Jakarta. After almost a year of Go-Car operating in Jakarta and several other major cities, PT Gojek Indonesia expanded itsGo-Car operational services in Medan in mid-2017.

Various kinds of online transportation applications make people can choose which applications are suitable for their needs and comfort. Some of the factors that are considered by consumers in the selection of online transportation tools such as ease of ordering, appropriate prices and several other factors of trust in the services used, good service quality and promotions offered by these online transportation services. With the increasing interest of the people using these online transportation services, research is needed so that business people can continue to improve the quality of their services to find out what consumers expect and want. Purchasing decisions on online services made by consumers is a decision made after consumers analyze various alternatives or information from the product, then provide the best service to consumers and explore the needs of consumers to get the goods they want. Because with the best service, they will feel satisfied and will return to PT GO-JEK to use their services. to increase sales (sales) PT GO-JEK always provides discounts and

interesting events for its customers where the event always varies/changes so that consumers who come do not feel bored with the on-going program. Many consumers choose to buy a certain brand that has a higher selling price than other brands that have a cheaper selling price with similar products. Online industrial companies implement various strategies to influence consumer decisions, such strategies include: by providing competitive prices, using various types of communication media to promote their business, and further improving the quality of service to consumers. One of the benchmarks that are considered by consumers in the business sector is the product offered. Thus the process of continuous product improvement and improvement really needs to be done by the company.

The company's commitment in providing services is urgently needed for seriousness that contains elements of reliable service quality, speed of responsiveness, friendliness and integrated politeness so that great benefits will be obtained, especially customer satisfaction and loyalty (Krasheninnikova *et al.,* 2019). Service is an offer of actions or activities carried out by one party to another party, which are basically intangible and do not result in any ownership. Quality of service that can be used to measure service quality, namely: employee ability, quality of physical environment, and quality of service results. The pricing strategy in business is one of the things that must be considered by employers, because each price determination will result in a different level of demand from consumers (Dong *et al.*, 2018; Cui, 2019; Liu *et al.*, 2019). Decisions about a good price if it is able to reflect all company interests, therefore the company must fully understand the factors that will directly affect the price level to be determined. These factors include costs, business size, competition, legal and ethical, demand and supply, product characteristics, market characteristics, marketing mix, economic conditions, and company objectives. Price discount is one of the ways given by only PT GO-JEK, the discounts given are quite diverse ranging from double discounts, one day sale and cheerful shopping bonuses, hope that with the discounted prices consumers will be affected for more and more shop so that it will increase sales to PT GO-JEK. Consumer perceptions can be built by producers with brand equity. Brand equity is a consideration for consumers in purchasing decisions. This is due to the fact that brand equity is able to shape consumer perceptions of a product that is believed to have higher quality than other products (Upadhyay *et al.*, 2019). One of the company's valuable assets is having strong brand equity. The stronger the brand equity, the greater the attraction to invite consumers to buy or consume the products provided by the company. Therefore, purchasing decisions are strongly influenced by the brand and the consumer's perception of the brand. The stronger the brand equity owned by the company, the greater the influence on purchasing decisions. In conducting its business activities, PT GO-JEK sells products with various brands of products. Based on the background of the problem, the researcher is interested in conducting research with the title "The Influence of Services, Price Discounts and Brand Equity against Consumer Purchase Decisions at PT GO-JEK".

2. Literature review

2.1. Service

According to MarksPlus (2013) explained, service is one of the important processes in increasing company value for customers so that many companies make service culture as the standard attitude of people in the company. An integrated service culture will create service values, which will affect the customer repetition rate in buying products. Ma'ruf (2015) on several types of services, one of which is customer service which includes: (1) Salespeople and other staff (such as cashiers and SPG/sales promotion girls) who are skilled in how service and alertness help; (2) Personal shopper, which is a retail company staff who serves buyers by telephone and prepares ordered items that will be taken by the customer. Lupiyoadi (2013) states customer service as a result of distribution and logistics activities, where services are provided to consumers to achieve satisfaction. Lupiyoadi (2013) states that consumer services are often seen as part of place marketing mix elements and are associated with the distribution and logical components of these elements. Interactive marketing builds service quality in an effort to gain long-term competitive advantage.

2.2. Price discount

According to Hasan (2013), prices are all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services of a product. According to Tjiptono (2015), prices play a strategic role in marketing. If the price is too expensive, then the product concerned will not be reached by the target market or even the customer value will be low. Conversely, if the price is too cheap, the company is difficult to get profits or some consumers perceive the quality to be poor. According to Nitisusastro (2013), prices are rewards in the form of payments received because they have delivered a product of goods or services to consumers. According to Kotler and Armstrong (2011), prices remain one of the important elements in determining the market share and profits of a company. According to Kotler and Keller (2013), prices are one element of the marketing mix that produces income, other elements generate costs. Maybe prices are the easiest element in marketing programs to adapt, product features, channels and even communication requires a lot of time.

2.3. Brand Equity (Brand Equity)

The emergence of the concept of brand equity is motivated by the idea that a strong brand is an asset that can be calculated in value. This means that the brand can be traded as other assets in the company. Understanding brand equity according to Kotler & Amstrong (2012) "Brand Equity is the value of a brand based on how strong the brand has brand loyalty, consumer awareness of brand names, perceived quality, brand associations, and various other assets such as patents, trademarks, and distribution network relationships. High brand equity provides a number of competitive advantages as stated by (Kotler, 2012), namely: (1) Companies will enjoy smaller marketing costs; (2) The company will have a stronger position in negotiations with distributors and retailers; (3) Companies can charge higher prices than their competitors; (4) Companies are easier to launch brand extensions; (5) The brand protects companies from fierce price competition. A name needs to be managed carefully so that brand equity does not experience depreciation. This requires maintenance or improvement of brand awareness, quality, and functions that are believed to be of the brand (Zhang *et al.,* 2019). Brand equity can increase or decrease the value of products for consumers, brand equity also affects consumer confidence in making purchasing decisions.

2.4. Consumer Purchasing Decisions

Setiadi in Sopiah and Mamang (2013) defines that the essence of "Consumer purchasing decisions is the process of integration that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them. The result of this integration process is a choice that is presented cognitively as a desire behave". According to Peter and Olson in Sopiah and Mamang (2013) the core "Consumer decision making is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. The results of the integration process are a choice (choice), cognitively showing behavioral intention (a decision plan)". Schiffman and Kanuk in Sopiah and Mamang (2013) "Defining decisions as choosing an action from two alternative choices or more. A consumer who wants to choose must have an alternative choice. A decision without choice is called" Hobson's choice. "According to Sunyoto (2014)" Decision making is a cognitive process that unites memory, thought, information processing and evaluative evaluations".

2.5. Conceptual Framework

Conceptual framework in this research can be seen in Figure 1:
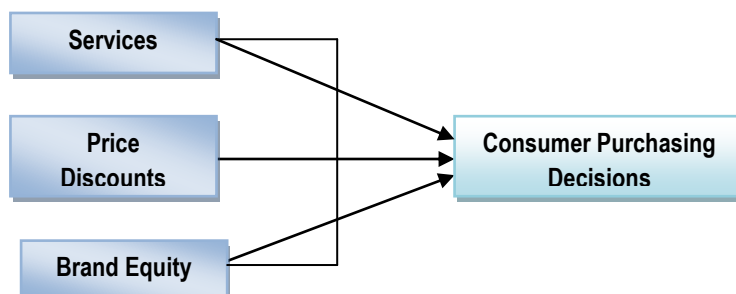
Figure 1. Conceptual framework

3. Methodology of research

This type of research is Explanatory Survey. Data collection techniques used using primary data derived from questionnaires (questionnaire), where questionnaires are data collection techniques where the author makes a list of questions in the form of questionnaires addressed to respondents. The data analysis technique in this study uses a simple linear regression method. Simple linear regression analysis is a linear relationship between an independent variable (X) and the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The linear regression formula is as follows:

$$Y = a + b_1X_1 + bX_2 + + b_3X_3 \ \varepsilon \tag{1}$$

Hypothesis testing use Partial Test (t Test), Coefficient of Determination (R^2), and Simultaneous Test. For Classical Assumptions use Normality test, Multicollinearity Test and Heteroscedasticity Test.

4. Results and discussions

4.1. Results

4.1.1. Descriptive Statistics Analysis

In the research at PT GO-JEK, the independent variable observed is Service, Price Discount and Brand Equity while the dependent variable is the consumer purchasing decision. Based on the results of the descriptive statistical analysis, the characteristics of the samples used in this study will be shown: the number of samples (N), the average sample (mean), the maximum value, the minimum value and the standard deviation (σ) for each variable. The results of the descriptive analysis can be seen in Table 1 below:

Table 1. Descriptive Analysis of Research

	N	Min	Max	Mean	Std. Dev
X1	99	4	20	15.29	3.660
X2	99	3	15	11.19	2.660
X3	99	4	20	14.97	3.205
Y	99	5	24	18.69	4.169
Valid N (listwise)	99				

Source: Research Results, 2019 (data processed)

Based on the output results Table 1 can know the value of the Service variable (X1) with a total sample of 99 people, with an average obtained at 15.29 with a minimum service of 4 units and a maximum of 20 units, and a standard deviation of 3.66 units. The results of descriptive analysis show that the average service level is higher than the standard deviation, this indicates that the results of the service questionnaire obtained indicate the answers of respondents with normal distribution. Price Discount Variable (X2) with a sample of 99 respondents having an average of 11.19 units with a minimum price discount of 3 units and a maximum of 15 units, and a standard deviation of 2.66 units. The results of descriptive analysis show that the average price discount rate is higher than the standard deviation indicating that the average questionnaire results are normally distributed. Variable Brand Equity (X3) with a sample of 99 respondents had an average of 14.97 units with a minimum Brand Equity of 4 units and a maximum of 20 units, as well as a standard deviation of 3.20 units. The results of descriptive analysis show that the average level of Brand Equity is higher than the standard deviation indicating the results of the average questionnaire are normally distributed. Variables of consumer purchasing decisions (Y) with a sample of 99 respondents had an average of 18.69 units with a minimum consumer purchasing decision of 5 units and maximum 24 units, and a standard deviation of 4.16 units. The results of descriptive analysis show that the average level of consumer purchasing decisions higher than the standard deviation shows the results of the average questionnaire are normally distributed.

4.1.2. Explanation of Respondents for Services

Services include activities to provide services. The results of PT GO-JEK's consumer answers can be seen in Table 2. In Table 2 the majority of respondents answered strongly agree and Agree about the Service variable, this shows the results of the answers to each statement for the results of the questionnaire, respondents respond positively to the statement that PT GO-JEK employees show polite behavior with consumers, PT Employees GO-JEK is fast at serving consumer demand, PT GO-JEK employees show hospitality when consumers are shopping and PT GO-JEK has sufficient facilities for consumer needs.

Table 2. Explanation of Respondents on Service variables

Statement Item	Respondent's answer									
	5		4		3		2		1	
	f	%	f	%	f	%	f	%	f	%
PT GO-JEK provides double-saving discounts when consumers are shopping	19	19	46	46	14	14	18	18	2	3
PT GO-JEK always provides vouchers to give discounts when consumers are shopping	28	28	40	40	17	17	11	11	3	4
PT GO-JEK always gives discounts on certain product brands	32	32	31	31	17	17	17	17	2	3

Source: Research Results, 2019 (data processed)

4.1.3. Explanation of Respondents on Price Discounts

Price discounts as a reduction in prices given to customers if customers shop for products that participate in promotional discounts. The results of the answers of PT GO-JEK respondents can be seen in Table 3 as follows:

Table 3. Explanation of Respondents on Price Discounts

Statement Item	Respondent's answer									
	5		4		3		2		1	
	f	%	f	%	f	%	f	%	f	%
PT GO-JEK employees show polite behavior with consumers	34	34	41	41	7	7	15	15	2	3
PT GO-JEK employees are fast at serving consumer requests	33	33	31	31	11	11	21	21	3	4
PT GO-JEK employees show hospitality when consumers are shopping	19	19	53	54	13	13	12	12	2	2
PT GO-JEK has quite complete facilities for consumer needs	32	32	46	46	4	4	15	15	2	3

Source: Research Results, 2019 (data processed)

In Table 3 the majority of respondents answered Strongly agree and Agree about Price Discount variables, this shows the results of the answers to each statement for the results of the questionnaire, respondents responded positively to the statement that PT GO-JEK gave double-saving discounts when consumers were shopping PT GO-JEK always provides vouchers to give discounts when consumers are shopping and PT GO-JEK always gives discounts on certain brands of products.

4.1.4. Explanation of Respondents on Brand Equity

Brand Equity as the value of a brand based on how strong the brand has brand loyalty, consumer awareness of brand names, perceived quality, brand associations, and various other assets such as patents, trademarks, and distribution network relationships. The results of respondents' answers to PT GO-JEK can be seen in Table 4:

Table 4. Explanation of Respondents on Brand Equity

Statement Item	Respondent's answer									
	5		4		3		2		1	
	f	%	f	%	f	%	f	%	F	%
PT GO-JEK shows loyalty by displaying famous brands	15	15	54	55	15	15	13	13	2	2
Consumers are aware that the desired brand is sold at PT GO-JEK	27	27	45	46	12	12	13	13	2	2
PT GO-JEK always sells quality products in accordance with consumer demand	26	26	40	41	16	16	15	15	2	2
PT GO-JEK always provides brands that have various business networks abroad	23	23	46	47	12	12	16	16	2	2

Source: Research Results, 2019 (data processed)

In Table 4 the majority of respondents answered very strongly, Strongly agree and Agree about the Brand Equity variable, this shows the results of the answers for each statement for the results of the questionnaire namely PT GO-JEK showing loyalty by displaying well-known brands, Consumers are aware that brands desired to be sold at PT GO-JEK, PT GO-JEK always sells quality products according to consumer demand and PT GO-JEK always provides brands that have various business networks abroad.

4.1.5. Explanation of Respondents on Consumer Purchasing Decisions (Y)

Consumer purchasing decisions as consumer purchasing decisions can be either buying or not buying, buying in small quantities or buying in large quantities, buying now or later or sometime and so on. These are all possible decisions that can occur. The results of respondents' answers to PT GO-JEK can be seen in Table 5.

In Table 5 the majority of respondents answered very strongly, Strongly agree and Agree about the Brand Equity variable, this shows the results of the answers to each statement for the results of the questionnaire, namely Employees before buying the product always determines the type of product the employee wants to buy before buying the product determine the shape of the product you want to buy, the employee before buying the product considers the brand in accordance with the wishes of consumers, consumers decide to buy the product by looking at the selling price in accordance with the wishes of consumers and consumers decide to buy the product by looking at the time of giving discounts.

Table 5. Explanation of Top Respondents Consumer purchasing decisions

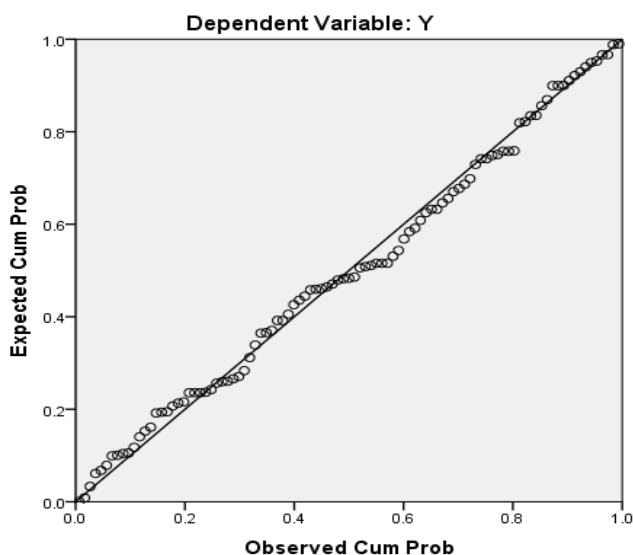| Statement Item	Respondent's answer									
	5		4		3		2		1	
	f	%	f	%	f	%	f	%	f	%
Employees before buying a product always determine the type of product they want to buy through the go-jek application	26	26	48	49	11	11	11	11	3	3
Employees before buying the product always determine the form of the product they want to buy through the go-jek application	25	25	42	43	17	17	13	13	2	2
Employees before buying products consider brands that are in accordance with the wishes of consumers through the go-jek application	26	26	36	37	18	18	17	17	2	2
Consumers decide to buy the product by looking at the selling price according to the wishes of consumers through the go-jek application	22	22	46	47	12	12	18	18	1	1
Consumers decide to buy products by looking at the time of giving discounts through the go-jek application	26	26	39	40	15	15	17	17	2	2

Source: Research Results, 2019 (data processed)

4.1.6. Testing of Classical Assumptions

Classical assumption testing is used to find out whether multiple linear regression models can be used or not. If this test is fulfilled, the test equipment can be used to test a model consisting of:

Normality test

The normality test is done to find out a regression that has normal distribution or cannot be seen in the following graph analysis and statistical analysis: On the scatter diagram of the results of SPSS data processing with the basis of decision making, namely if the data spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the assumption of normality. The results of the normality test can be seen in Figure 2. In Figure 3 it can be seen that the data spreads around the diagonal line and shows that the data is normally distributed.

Source: Research Results, 2019 (data processed)

Figure 2. SPSS Results Scatter Diagram
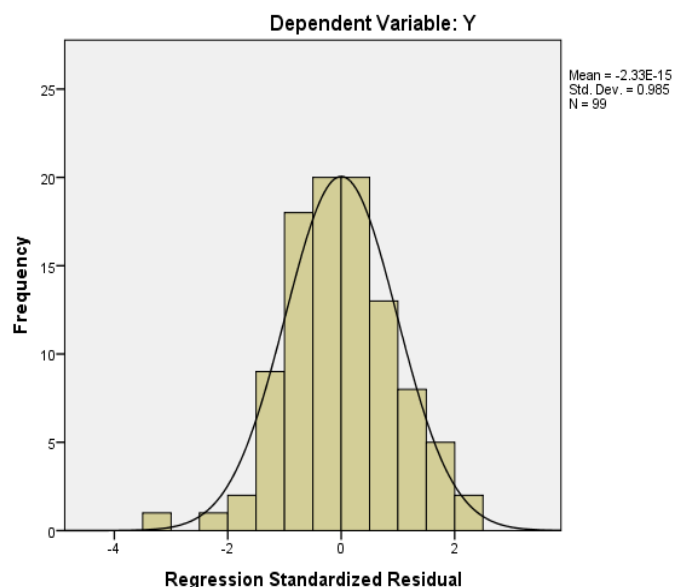
Source: Research Results, 2019 (data processed)

Figure 3. Histogram graph

In Figure 3 the residual data distribution is normal, because the diagram distribution pattern shows evenly from the left and right sides. tatistical analysis, namely by looking at the Kolmogrov-Smirnov (K-S) Non-Parametric Statistics test. If the result or Kolmogrov-Smirnov value (K-S) and Asymp.sig (2-tailed) value or the probability is above 0.05, then the data meets the assumption of normality. The results of normality testing can be seen in the table 6.

Table 6. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters a,b	Mean	0E-7
	Std. Deviation	1.11206780
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.047
Kolmogorov-Smirnov Z		.593
Asymp. Sig. (2-tailed)		.873
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Research Results, 2019 (data processed)

In Table 6 shows the Kolmogrov-Smirnov (K-S) value with Ash p.sig (2-tailed) of 0.873 above 0.05, the model tested in this study is normally distributed.

Multicollinearity Test

The multicollinearity test is used to determine the correlation between independent variables and this can be seen from the Variance Inflation Factor (VIF) with a note that if VIF> 10 it is suspected to have multicollinearity problems and if VIF <10 then there is no multicollinearity. Based on the results of SPSS processing, see Table 7:

Table 7. Multicollinearity Test Results

Coefficientsa		
Model		Collinearity Statistics
		VIF
1	(Constant)	
	X1	5.387
	X2	2.918
	X3	4.287
a. Dependent Variable: Y		

Source: Research Results, 2019 (data processed)

In Table 7 the results of the service variable VIF value (X1) are 5.387, Price Discount (X2) is 2.918 and Brand Equity (X3) is 4.287, the value of Service VIF, Price Discount and Brand Equity is less than 10. This indicates that the model is not symptoms of multicolonity occur.
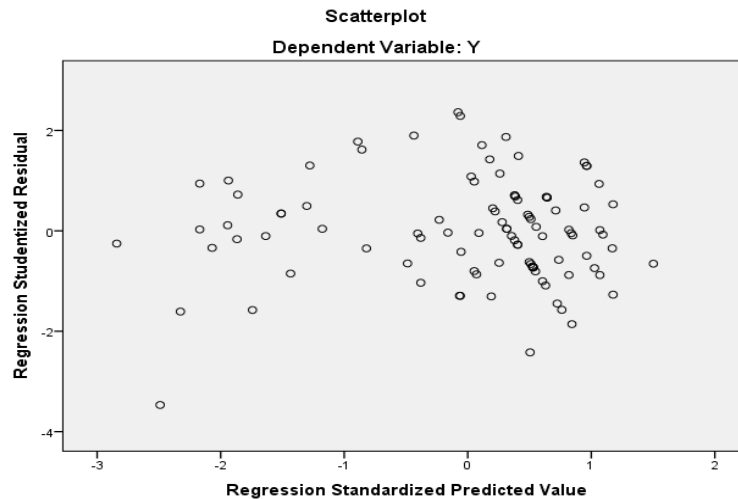
Heteroscedasticity Test

Heteroscedasticity test aims to find out in a regression that there is a similarity in residual variance, if the variance of the observation remains, it is called homokedacity, and if it is different, it is called heteroscedasticity, and a good model certainly does not occur heteroscedasticity. From the results of processing using SPSS the results of processing research data for scatter plots with Regression Studentized Residuals can be seen in Figure 4.

In Figure 4, there is a spread point that does not form certain patterns and spread well above number 0 on the axis of the Regression Studentized Residual (y) and based on the image there is no heteroscedasticity so that the regression model is feasible to predict consumer purchasing decisions based on independent variables.

Hypothesis testing

Analysis of Multiple Linear Regression Equations

Multiple linear regression analysis is used to test the hypothesis about the partial effect of Service variables, Price Discounts and Brand Equity on the variables of consumer purchasing decisions. Based on the results of the Multiple Linear Regression Equation, the results obtained as in Table 8:

Source: Research Results, 2019 (data processed)

Figure 4. Heteroscedasticity Test

Table 8. Multiple Linear Regression Test Results

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	*t*	Sig.
		B	Std. Error	Beta		
1	(Constant)	.132	.560		.236	.814
	X1	.504	.072	.442	6.959	.000
	X2	.429	.073	.274	5.856	.000
	X3	.404	.074	.311	5.485	.000

Source: Research Results, 2019 (data processed)

a. Dependent Variable: Y

Based on Table 8, the multiple linear regression equation in this study is as follows:

Y = 0.132+ 0.504 X1 + 0.429X2 + 0.404X3

Regression constant value of 0.238 means that if Service (X1), Price Discount (X2) and Brand Equity (X3) = 0, the consumer purchase decision is 0.132.

1. Regression coefficient X1 for Service variable positive value 0.504 means that the variable influence of Services is in line with the increase in consumer purchasing decisions. This shows that the service variable has a positive influence in improving consumer purchasing decisions.

2. Regression coefficient X2 for the Discount Price variable is positive 0.429, which means that the influence of the Price Discount variable is in line with the increase in consumer purchasing decisions. This shows that the Price Discount variable has a positive influence in improving consumer purchasing decisions.

3. Regression coefficient X3 for Brand Equity variable is positive value 0.404 meaning it means that the influence of Brand Equity variables is in line with the increase in consumer purchasing decisions. This shows that the Brand Equity variable has a positive influence in improving consumer purchasing decisions.

Coefficient of Determination (R^2)

The coefficient of determination is a magnitude that shows the amount of variation in the dependent variable (consumer purchasing decisions) which can be explained by independent variables (Services, Price Discounts and Brand Equity). The value of the determination coefficient is determined by the R square value, can be seen in Table 9.

Based on Table 9 above the adjusted R Square value is 0.927 which means that the service variable capability, price discount and brand equity can explain the variation of consumer purchasing decisions is 92.7%, while the remaining 7.3% is explained by independent variables that are not researched such as location and product innovation.

Table 9. Determination Coefficient (R Square) Value

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964a	.929	.927	1.129
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

Source: Research Results, 2019 (data processed)

Simultaneous Test/F Test

Simultaneous test/F test is carried out to find out the positive and significance level of Service variables, Price Discounts and Brand Equity on the Consumers' Purchase Decision variable, seen in Table 10:

Table 10. Simultaneous Hypothesis Testing Results/F Test

ANOVAa	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	1582.097	3	527.366	413.377	.000b
1	Residual	121.196	95	1.276		
	Total	1703.293	98			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1
Source: Research Results, 2019 (data processed)

In Table 10 the results of F Calculate are 413,377 while F Table is α = 0,05 with numerator 3 and degree of denominator 98 is obtained Ftable 2.76 from this result it is known F count> F table, and significance 0,000 or smaller than α = 0.05 so the position of the significance test points is in the rejection region H0 or it can be concluded H1 is accepted which means that the Service variable, Price Discount and Brand Equity together have a positive and significant effect on the variable consumer purchasing decisions. This shows down together the Services, Price Discounts and Product Development can improve the consumer purchase decision positively.

Partial Test/Test t

The results of partial hypothesis testing can be seen in Table 11:

Table 11. Partial Hypothesis Test Results/*t* Test

Coefficientsa		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
	(Constant)	.132	.560		.236	.814
1	X1	.504	.072	.442	6.959	.000
	X2	.429	.073	.274	5.856	.000
	X3	.404	.074	.311	5.485	.000

a. Dependent Variable: Y

Source: Research Results, 2019 (data processed)

In Table 11 Partial test results are obtained as follows the value of t count for the Service variable (6.959) is greater than the value of t table (1.66) or the value sig t for the Service variable (0,000) smaller than alpha (0.05). Based on the results obtained, reject Ho and accept H1 for the Service variable. Thus, partially Service has a positive and significant effect on consumer purchasing decisions. This gives the meaning that the service has a significant effect in improving consumer purchasing decisions. This gives the meaning that the service has a significant effect in improving consumer purchasing decisions. Partially the dominant service variable influences consumer purchasing decisions, meaning that the service variable is more decisive in increasing consumer purchasing decisions compared to price discounts and brand equity. The value of t calculated for the Price Discount variable (5,856) is greater than the value of t table (1.66), or the sig t value for the Price Discount variable (0,000) is smaller than alpha (0.05). Based on the results obtained, reject H0 and accept H1 for the Price Discount variable. Thus, partially Price Discount has a positive and significant effect on consumer purchasing decisions. This gives the meaning that Price Discounts have a positive impact on improving consumer purchasing decisions. The value of t count for the Brand Equity variable (5,485) is greater than the value of t table (1.66), or the sig t value for the Brand Equity variable (0,000) smaller than alpha (0.05). Based on the results obtained, reject H0 and accept

H1 for the Brand Equity variable. Thus, partially Brand Equity has a positive and significant effect on consumer purchasing decisions. This gives the meaning that Brand Equity has a positive impact on improving consumer purchasing decisions.

4.2. Discussions

Simultaneously or together Services, Price Discounts and Brand Equity have a positive and significant effect on consumer purchasing decisions on PT GO-JEK. Adjusted R Square value is 0.927 meaning that the service variable capability, Price Discount and Brand Equity can explain the variation of consumer purchasing decisions is 92.7%, while the remaining 7.3% is explained by independent variables that are not examined such as location and price. The results of this study are in line with previous studies by Hardian (2010) with the title "Analysis of the Effect of Brand Equity on Consumer Purchasing Decisions on Nokia Mobile Products in Semarang". The results of the study show that the hypothesis testing using the t test shows that the four independent variables studied proved to significantly influence the dependent variable of the Purchasing Decision. Satyo (2013) with the title of research "The effect of price discounts, product brands and customer services on garment purchasing decisions". The test results partially show that the variable price discount, product brand, and customer service each have a significant and positive influence on the decision of consumers to buy garment type products at PT. Matahari Royal Plaza Surabaya online services.

Satyo (2013) with the title "Effect of price discounts, product brands and customer services on garment purchasing decisions" The simultaneous test results of variable price discounts, product brands, and customer service have a significant influence on garment purchasing decisions at PT. Matahari Jasa online, Tbk Royal Plaza Surabaya. The test results partially show that the variable price discounts, product brands, and customer service each have a significant and positive influence on consumers' decisions to buy garment-type products at PT. Matahari Royal Plaza Surabaya online services. The results of testing the coefficient of partial determination shows that the dominant influence variable that influences buyer decisions is the price discount variable. The results of the study showed that Service had a positive and significant effect on consumer purchasing decisions on PT GO-JEK.

The results of this study are in line with previous research by Satyo (2013) with the title of research "The effect of discount prices, product brands and customer services on garment purchasing decisions". The test results partially show that the variable price discount, product brand, and customer service each have a significant and positive influence on consumers' decision to buy garment type products at PT. Matahari Royal Plaza Surabaya online services. Satyo (2013) with the title "Effect of price discounts, product brands and customer service on garment purchasing decisions" The simultaneous test results of variable price discounts, product brands, and customer service have a significant influence on garment purchasing decisions at PT. Matahari Jasa online, Tbk Royal Plaza Surabaya. The test results partially show that the variable price discounts, product brands, and customer service each have a significant and positive influence on consumers' decisions to buy garment-type products at PT. Matahari Royal Plaza Surabaya online services. The results of testing the coefficient of partial determination shows that the dominant influence variable that influences buyer decisions is the price discount variable.

The results of the study showed that Price Discounts had a positive and significant effect on consumer purchasing decisions in PT GO-JEK. The results of this study are in line with previous research by Satyo (2013) with the title of research "The effect of discount prices, product brands and customer services on garment purchasing decisions". The test results partially show that the variable price discount, product brand, and customer service each have a significant and positive influence on consumers' decision to buy garment type products at PT. Matahari Royal Plaza Surabaya online services. Satyo (2013) with the title "Effect of price discounts, product brands and customer service on garment purchasing decisions" The simultaneous test results of variable price discounts, product brands, and customer service have a significant influence on garment purchasing decisions at PT. Matahari Jasa online, Tbk Royal Plaza Surabaya. The test results partially show that the variable price discounts, product brands, and customer service each have a significant and positive influence on consumers' decisions to buy garment-type products at PT. Matahari Royal Plaza Surabaya online services. The results of testing the coefficient of partial determination shows that the dominant influence variable that influences buyer decisions is the price discount variable. The results of this study are in line with previous studies by Hardian (2010) with the title "Analysis of the Effect of Brand Equity on Consumer Purchasing Decisions on Nokia Mobile Products in Semarang". The results of the study show that the hypothesis testing using the t test shows that the four independent variables studied proved to significantly influence the dependent variable of the Purchasing Decision.

5. Conclusions

1. The results of the study show that Service, Price Discounts and Brand Equity simultaneously have a positive and significant effect on consumer purchasing decisions at PT GO-JEK.

2. The results showed partially that the service had a positive and significant effect on consumer purchasing decisions at PT GO-JEK.

3. The results showed partially Price Discounts had a positive and significant effect on consumer purchasing decisions at PT GO-JEK.

4. The results showed partially Brand Equity had a positive and significant effect on consumer purchasing decisions at PT GO-JEK.

5. The coefficient of determination (R^2) of the Service variable, Price Discount and Brand Equity is able to explain the purchasing decision of consumers of GO GO JEK by 92.7% while the remaining 7.3% is explained by independent variables not examined.

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