The Influence Of Mix Marketing On Decisions For Use Of Online Transportation Towards Global Competition

Candra Wahyu Hidayat

State University of Malang , Department of Economic Study, East Jawa, Indonesia.
[*]Corresponding Author:
Email: candra.1904139@students.um.ac.id

Abstract

His study aims to determine the effect of Marketing Mix on Decisions on the Use of Transportation Based on Malang City Application. This type of research is quantitative research. The population in this study are consumers who use online transportation services in Malang City area. The determination of sample size in this study uses Ferdinand's theory (2015). The sample in this study was 100 respondents. The sampling technique in this study uses the theory of Non Probability Sampling, which is an unknown sampling technique how much is the probability of each element or member of the population to get a chance to become a sample. Based on existing sources there are two kinds of data sources, namely primary data and secondary data. The data analysis technique used in this study is multiple linear regression analysis. The results of this study indicate that partially the promotion, people, process, and physical Evidence variables significantly influence the decision to use online applications. While the variables of production, price, and place do not significantly influence the decision to use online transportation. Simultaneously, together with produc, price, promotion, place, people, process, and physical Evidence have an influence on the decision to use online transportation

Keywords: *Decision of Use,Marketing Mix,Global*

I.   INTRODUCTION

In Malang, online transportation service competition is increasing, making people confronted with the decision to choose transportation services. Online transportation services have become a realistic choice in developing technological developments and faster economic conditions. With the support of online transportation application facilities that can be accessed by anyone and at any time, there is no significant differentiation of market segmentation. It makes online transportation companies in Indonesia develop rapidly. Different transportation services with conventional transportation make different tariffs and services obtained by consumers.

Growth in Online Transportation by using machine learning technology and analytical capabilities is a significant growth driver and enables massive efficiency over time. For example, in 2016 online transportation services in Indonesia have grown 300 % (year to date) so that in Indonesia, especially in the city of Malang became the largest market for Top Brand Results in 2018 as shown in Table 1.

Table 1. Online Transportation in Malang City

MEREK	2016		2017		2018	
	TBI	TOP	TBI	TOP	TBI	TOP
Grab	14.7%		28.2%		48.0	
Gojek	80.8%		59.2%		%	
Uber	1.7%		8.0%		44,9	
					%	

Source: *Top Brand 2016-2018*

Purchasing decision behavior refers to the behavior of final purchases and consumers, both individuals and households who buy goods and services for consumption [1]. Companies must be able to understand and

be able to design anything that consumers want. Because consumers have many desires, the company must be able to meet the desires and needs of consumers so that their products are accepted.

Various ways of promotion carried out by online transportation companies such as with social media networks such as Facebook, advertisements on Youtube, advertisements on Instragram, advertisements on TV and become sponsors of soccer matches and other blogs to collaborate with online electronic media. Various methods are used to increase sales such as using marketing mix strategies, including product, price, place, promotion, people physical evidence, process. Products that are carried out such as in the form of two-wheeled vehicles or service delivery consumers to the destination. The price offered is affordable for the community, both students and students. Place is through an application that can be downloaded anywhere and by anyone. Promotion is done through media and applications such as advertisements on YouTube, television, advertisements on instragram, sponsors of soccer matches. People are all people who are actively involved in the service and influence the buyer's perception, name, customer, and other customers in the service environment. Physical Evidence in online transportation such as customer satisfaction is indicated by the assessment and reward. Some previous studies such as Hose Research (2013) state that product, price, promotion, location, people, process, and physical evidence variables have a significant influence on purchasing decisions for beauty clinic products in Surabaya. In[1],partially influenced product variables on purchasing decisions at beauty clinics in Surabaya. Devina and Andreani [2]which states that price influences McDonald's brand image impacts customer loyalty with customer satisfaction using Partial Least Square (PLS).In [3], that online transportation can be accessed via android. The purpose of using this Marketing Mix Strategy is often used in the Marketing process. Many companies use this strategy to get the maximum profit. So this research takes the title of "The Effect of Marketing Mix on the Decision of Online Transportation towards global competition.

II.   LITERATURE REVIEW
2.1 Definitions

Kotler and Armstrong in [4] stated that*consumer behavior* is the attitude of individuals, groups or organizations in choosing, buying, using and utilizing goods and services in order to satisfy their needs and desires. Factors that influence consumer behavior according to Kotler and Armstong consumer decisions to make purchases are based on several factors and characteristics such as cultural, social, personal.Kotler and Armstrong interpret *purchasing decisions* as a process in which consumers recognize the problem, find information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchasing decision.Kotler in Hurriyati [5] states the definition of *marketing mix* as follows: "Marketing Mix the set of marketing tools that the firm uses to pursue its marketing objectives in the target market". A marketing mix is a collection of tools that a company can use to achieve its marketing goals in finding target markets. Zeithaml and Bitner in Hurriyati put forward the definition of marketing mix as follows: In this case, the marketing mix of services are elements of a corporate organization that can be controlled by the company in communicating with consumers and will be used to satisfy consumers[4, 6, 7].

According to Tjiptono [8, 9], *Product* is a form of service organization offering that is shown to achieve organizational goals through satisfying customer needs and wants. Service products according to (Kotler in Hurriyati 2015: 50) are Everything that producers can offer to be noticed, requested, sought, bought, used or consumed in the market as meeting the needs or desires of the relevant market.*Pricing* is a critical point in the service marketing mix because prices determine the income of a business or business. According to Kotler and Armstrong (2012) price is the amount of money that customers must pay to obtain a product. According to Hasan[10] the concept of prices for consumers is all forms of monetary costs sacrificed by consumers to obtain possession, benefit from a combination of goods and services from a product.

Site selection has a strategic function because it can help determine the achievement of business entity goals. Location is the location or retail outlets in strategic areas so as to maximize Swastha and Irawan profits [11]. *Place* manufacturing products are defined as distribution channels (zero channel, two level channels, and multilevel channels), whereas for service industry products, place interpreted as a place of service.

Promotion is a communication technique that is used or delivered using media such as: the press, television, radio, signboards, posters and others, which aims to attract consumers' interest in the products of a company. Promotion as a medium to bridge the interests of producers with consumers must be truly understood by a manager. According to Swastha and Irawan (2008) the main purpose of promotion is modification of consumer behavior, informing, influencing and persuading and reminding target consumers about the company and the products or services it sells.

According to Lopiyoadi and Hamdani [12]in relation to service marketing, the 'person' who functions as a service provider greatly influences the quality of the services provided. Decisions in this person are related to the selection, training, motivation and management of human resources. Zeithaml and Bitner in Hurriyati (2015) *people* are all actors who play a role in the presentation of services so that they can influence the buyer's perception.According to Lupiyodi and Hamdani (2011) *the process* is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities, and routine things, where services are produced and delivered to consumers. The process according to Zeithamls and Bitner(2015) is "The actual procedures, mechanism, and flow of activities by which the service is delivered the service delivery and operating system.According to Alma [13],*physical evidence* means consumers will see the real conditions that produce these services. According to Lupiyoadi and Hamdani (2011) the physical environment is a place of service created and directly interacts with consumers. Physical facilities according to Zeithamls and Bitnerdslsmhurriyati (2015) "The environment in which the service is delivered and where the firm and costomer interact and any tangible components that facilitate performance or communication of the service " This physical means is something that actually contributes influences consumers' decisions to buy and use the service products offered.

2.2 Relationship Between Variables

Products Against Decisions on the Use of Services

According to Tjiptono (2006) the product is a form of offering of a service organization that is intended to achieve organizational goals through satisfying the needs and wants of customers. Research by Farida et al [14], partially significant product variables significantly influence Gojek consumer satisfaction. Research by Sukotjo and Radix (2010) partially affected product variables on purchasing decisions at beauty clinics in Surabaya.

Prices for Decisions on Use of Services

Research by Tejakoesuma and Hartini [15], price variable has the most dominant influence in determining the purchase of drinking water. The research of Ulfa et all [16], partially did not influence the price variable on purchasing decisions.

Place of Decision on Use of Services

Swastha and Irawan (2008), place products for manufacturing industry are defined as distribution channels (zero channel, two level channels, and multilevel channels), whereas for service industry products, place is defined as a place of service. Research Johar (2013) place variables significantly influence purchasing decisions. Sukotjo and Radix's research (2010) place variables partially influence purchasing decisions.

Promotion of service usage

Swastha and Irawan (2008) the main purpose of promotion is modification of consumer behavior, informing, influencing and persuading and reminding target consumers about the company and the products or services it sells. Abidin's research, Arifin, Yulianto (2017) promotion variable has a significant effect on purchasing decisions. The research of Ulfa et all promotion variable has a significant effect on purchasing decisions.

People against the use of services.

According to Lupiyoadi and Hamdani (2011) in relation to service marketing, the "person" who functions as a service provider greatly influences the quality of the services rendered in this person, meaning that it relates to selection, training, motivation and human resource management. Johar (2013) researcher People have a significant influence on purchasing decisions. Researcher Putra (2012) has a significant effect on purchasing decisions.

Process for Decisions on the Use of Services

According to Lupiyodi and Hamdani (2011) the process is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities and routine things, where services are produced and delivered to consumers. Research Putra (2012) processes significantly influence purchasing decisions. Research on Ulfa et all (2013) did not significantly influence the purchase decision.

Physical Evidence of Decisions on the Use of Services

According to alma (2013) physical evidence in the form of physical evidence means consumers will see the conditions that produce these services. Abidin Researcher (2017) Vaiabel Physical evidence is very significant influence on purchasing decisions. Sukutjo Research (2010) Physical Evidence variable is very significant influence on purchasing decisions.

Framework

Based on the description of the theories and previous research above, it can be described the framework of thought in this study are as follows:
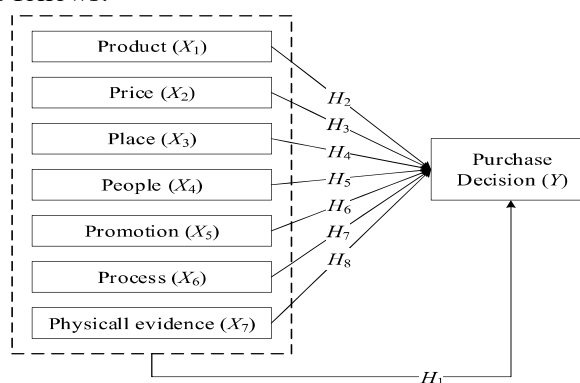

Fig. 1. Framework

2.3 Research Hypothesis

Based on the above framework, the hypotheses to be tested for truth are as follows:

H_1 : Product variables, price, promotion, location, people, processes, physical evidence influence the decision to use online transportation.

H_2 : Product variables influence the decision to use online transportation services.

H_3 : Price variable influences the decision to use online transportation.

H_4 : Promotion variable influences the decision to use online transportation.

H_5 : Location variable influences the decision to use online transportation.

H_6 : The variable Person influences the decision to use online transportation.

H_7 : Process variables influence the decision to use online transportation.

H_8 : Physical Evidence Variable Influences the decision to use online transportation.

III.   RESEARCH METHODS

3.1 Research Design

Research is a way to find answers to problems by using a scientific approach that aims to solve problems. The method used in this research is quantitative descriptive. The independent variable in this study is promotion and product quality. While the dependent variable is a purchasing decision. The purpose of this study is to determine the effect of the independent variable with the dependent variable both partially and simultaneously.

3.2 Population and Sample

According to Sugiyono [17] . the population is the whole element that will become the area of generalization. The population in this study is the consumers of online transportation in the Malang City area. The sample in this study was 100 respondents.

3.3 Sampling technique

The sampling technique in this study uses the theory of Non Probability Sampling, which is an unknown sampling technique how much is the probability (chance) of each element or population member to get a chance to become a sample (Sugiyono 2015).

3.4 Operational definition

1. *Product*. According to Tjiptono (2006) Product is a form of service organization offering that is shown to achieve organizational goals through satisfying customer needs and wants. Product indicators according to Swastha and Irawan (2008): (a). Quality products, (b). Product Design, (c). Product Image.

2. *Price*. According to Hasan (2008) the concept of prices for consumers is all forms of monetary costs sacrificed by consumers to obtain possession, benefit from a combination of goods and services from a product. The indicators are: (a). Price match with product quality, (b). Affordability of prices, (c). Price competitiveness.

3. *Promotion*. According to Tjiptono (2006) promotion includes various methods to communicate the benefits of services to customers and actual. The indicators are: (a). Grab bike makes publications via the internet, (b). Sales promotions use price discounts

4. *Place*. Location is the location or retail outlets in strategic areas so as to maximize private and Irawan profits (2008). Place manufacturing products are defined as distribution channels (zero channel, two level channels, and multilevel channels), whereas for service industry products, place interpreted as a place of service. The indicators are: (a). The existence of online transportation locations, (b). Distance.

5. *People*. According to Lopiyoadi and Hamdani (2011) in relation to marketing services, the 'person' who functions as a service provider greatly influences the quality of the services provided. Decisions in this person are related to the selection, training, motivation and management of human resources. The indicators are: (a). Willing and ready to help/polite, (b). Can provide problem solving solutions.

6. *Process*. According to Lupiyodi and Hamdani (2011) the process is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities, and routine things, where services are produced and delivered to consumers. The indicators are: (a). Customer involvement in services, (b). Transaction payment speed.

7. *Physical Evidence*. According to Lupiyoadi and Hamdani (2011) the physical environment is a place of service created and directly interacts with consumers. The indicators are: (a). Customer satisfaction, (b). Courteous and friendly service.

8. *Purchase Decision*. Kotler and Armstrong (2008) replace purchasing decisions as a process in which consumers recognize the problem, find information about a particular product or brand and evaluate how well each alternative can solve the problem that then leads to a purchasing decision, the decision to use. The indicators are: (a). The stability of a product, (b). The habit of buying a product, (c). Recommend others, (d). Perform reuse.

3.5 Data Analysis Techniques

The analysis technique used in this study to test the hypothesis is multiple linear regression analysis. The classic assumption tests used include the normality test, the multicollinearity test, and the heteroscedasticity test. Data normality test results to detect the normal distribution or not using the graph analysis method. The graph shows that the data spread around the diagonal line and following the direction of the diagonal line shows the normal distribution pattern, then the regression model meets the normality assumption. Heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from one observation residual to another. A good regression model is a homoscedasticity, not heteroscedasticity. The scatterplot image shows that there is no clear pattern, that is, the points spread and are below zero on the Y axis, so there is no heteroscedasticity. The results of the classic multicollinearity assumption test using the VIF (Variance Inflation Factor) approach The results show that the tolerance and VIF values for all variables are smaller than 10. Thus it can be stated that there is no multicollinearity.

The *F Test* is the one of the analysis tool that used to test the significant value of the regression coefficient so that it is known whether simultaneously between the product, price, location, promotion, people,

processes, physical evidence, has a positive and significant effect or not on the decision to use. Whereas the *T Test* is used to test the significance of the relationship between variables X and Y, whether the variables X_1 - X_7 (marketing mix) really affect the Y variable (decision on use) separately or partially [18] .

IV.   RESULTS AND DISCUSSION

The results of data analysis based on the framework model created shown in Table 1.

Table 1.Multiple Linear Regression Output

Independent Variables	Unstandardized Coefficients		Beta	t- calculated	Sign. T
	B	**Std.Error**			
(Constant)	1,213	1,409		0,861	0,392
Product (X_1)	-0,171	0,154	-0,134	-1,108	0,271
Price (X_2)	0,192	0,117	0,149	1,649	0,103
Promotion (X_3)	0,545	0,136	0,319	4,002	0,000
Place (X_4)	0,122	0,153	0,066	0,802	0,425
People (X_5)	0,380	0,155	0,216	2,451	0,016
Process (X_6)	0,480	0,200	0,247	2,400	0,018
Physical evidence(X_7)	0,356	0,145	0,191	2,452	0,016
R Square (R^2)	0,860				
Adjusted R Square	0,849				
F- calculated	80,761				
Sign- F	0,000				
Variabel Dependent = Decision for use					

Source: Spss output results and data processed, 2019

The results of testing the hypotheses that have been carried out were as follows:

1. The *F test* results for the calculated *F* value of 80,761 with a significance of 0,000, means that a Significant *F* of less than 0.05 indicated that the marketing mix variable simultaneously influences the Use Decision (*Y*). Thus it can be concluded that hypothesis 1 (*H$_1$*) was accepted.

2. The Product Variable (*X$_1$*) had a significant *T*value of 0.271> 0.05, meaning that there was no significant effect of the Product variable (*X$_1$*) on the variable of Decision of Use (*Y*). Thus it can be concluded that hypothesis 2 (*H$_2$*) was rejected.

3. The Price Variables (*X$_2$*) had a significant *T*value of 0.103> 0.05, meaning that there was no significant effect of the Price variable (*X$_2$*) on the variable of Decision of Use (*Y*). Thus it can be concluded that hypothesis 3 (*H$_3$*) was rejected.

4. The Promotion Variable (*X$_3$*) had a significant *T*value of 0,000 <0.05, meaning that there was a significant influence of the Promotion variable (*X$_3$*) on the Usage Decision variable (*Y*). Thus it can be concluded that hypothesis 4 (*H$_4$*) was accepted.

5. The Location Variable (*X$_4$*) had a significant *T*value of 0.425> 0.05, meaning that there was no significant effect of the Location variable (*X$_4$*) on the Usage Decision variable (Y). Thus it can be concluded that hypothesis 5 (*H$_5$*) was rejected.

6. The Person Variable (*X$_5$*) had a significant *T*value of 0.016 <0.05, meaning that there was a significant influence of the Person variable (*X$_5$*) on the Decision Usage variable (*Y*). Thus it can be concluded that hypothesis 6 (*H$_6$*) was accepted.

7. The Process Variable (*X$_6$*) had a significant *T*value of 0.018 <0.05, meaning that there was a significant influence of the Process variable (*X$_6$*) on the Usage Decision variable (*Y*). Thus it can be concluded that hypothesis 7 (*H$_7$*) was accepted.

8. The Physical Evidence Variables (*X$_7$*) had a significant *T*value of 0.016 <0.05, meaning there was a significant influence of the Physical Evidence variable (*X$_7$*) on the variable of the Decision of Use (*Y*). Thus it can be concluded that hypothesis 8 (*H$_8$*) was accepted.

Effect of Marketing Mix on Usage Results

Simultaneously the product, price, promotion, location, people, process and physical evidence have an influence on the decision to use online transportation in Malang. The percentage contributed quite high while

the rest was influenced by factors outside the product, price, promotion, place, people, processes, and physical evidence. A significant increase in the seven variables was marked by consumers who reuse online transportation.In accordance with research conducted by Selang [19], that product, price, promotion, place, people, process, and physical evidence variables have a significant influence on product purchasing decisions for beauty clinics in Surabaya.

Effect of Product on Usage Decision

From the analysis of the results of the study, the product variables partially did not affect the decision to use online transportation in Malang. This relationship is negative, meaning that the better the product variable, the lower the usage decision.The products offered include physical goods, services, people or personal places, organizations, and ideas. So the product can be tangible or intangible benefits that can satisfy consumers. Product service is a performance performance, intangible and quickly disappear, more can be felt than owned, and consumers are more able to actively participate in the process of consuming the service. In fact consumers do not buy goods or services, but buy the benefits and value of something that is offered what is offered shows a number of benefits that consumers can get from purchasing an item or service. Because consumers consider online transportation to be faster and more convenient when they are in a congested road condition, so there is less delay in getting to their destination.In accordance with the research of Ulfa et all (2013) the price variable partially has no effect on purchasing decisions. Contrary to research by Sukotjo and Radik (2010) partially, product variables influence purchasing decisions at beauty clinics in Surabaya.

Effect of Price on Decision of Use

From the analysis of the results of the study, the price variable partially did not affect the decision to use online transportation in Malang. This relationship is positive, meaning that the higher the price variable, the higher the decision to use.From the results of the characteristics of respondents it is known that students often use online transportation. In this case the price does not affect the decision to use.In accordance with research conducted by Ulfa et all (2013) that the price variable partially has no effect on purchasing decisions

Effect of Promotion on Usage Decisions

The promotion variable partially influences the decision to use online transportation in Malang City. This relationship is positive, meaning that the higher the promotion variable, the decision to use will be higher as well.Promotion as a medium to bridge the interests of producers with consumers must be truly understood by a manager. According to Swastha and Irawan (2008) the main purpose of promotion is modification of consumer behavior, informing, influencing and persuading and reminding target consumers about the company and the products or services it sells.In accordance with Abidin's research, Arifin, Yulianto (2017) that the promotion variable has a significant effect on purchasing decisions.

Influence of Place on Use Results

From the analysis of the results of the study, the location variable partially did not affect the decision to use online transportation in Malang. This relationship is positive, meaning that the more affordable the location variable, the higher the decision to use.Decisions regarding the location of services to be used involve consideration of how the delivery of services to consumers and where it will take place. Place is also important as an environment where and how services will be delivered, as part of the value and benefits of services. However, consumers are not too concerned with location so that in the absence of location details or changes in location quality will not affect the decision to use online transportation.In accordance with the research of Selang (2013) states that place has no significant effect on consumer loyalty. Contrary to research Sukotjo and Radik (2010) that location variables partially affect purchasing decisions.

Influence of People on Decision of Use

From the analysis of research results, the variable of people partially influences the decision to use online transportation in Malang. This relationship is positive, meaning that the better the person variable, the higher the decision to use. The results show that matters relating to drivers become a determining factor for their use

decisions. Drivers in this case are drivers who serve with all their heart, responsive quick response, be friendly, and able to make consumers comfortable when on the highway.In accordance with Johar's research (2013) that variable people significantly influence purchasing decisions.

Effect of Process on Decision of Use

From the analysis of research results, the process variable partially influences the decision to use Grab Bike in Malang. This relationship is positive, meaning that the better the process variable, the higher the decision to use.The process in services is a major factor in the service marketing mix as consumers will experience a service system. This process element has the meaning of a company's efforts in carrying out and carrying out activities to meet the needs and desires of its consumers. For service companies, cooperation between marketing and operations is very important in this element of the process, especially in serving all the needs and desires of consumers. When viewed from the point of view of consumers, the quality of services is seen from how services produce good usability for consumers.In accordance with Putra (2012) research that process variables significantly influence purchasing decisions.

Effect of Physical Evidence on Use Decisions

From the analysis of research results, the physical evidence variable partially influenced the decision to use Grab Bike in Malang. This relationship is positive, meaning that the better the physical evidence variable, the higher the decision to use.The physical evidence provided is the quality of services from online transportation so companies need to manage physical evidence carefully because it can affect consumers' impressions of the company. Physical evidence provided to consumers in the form of services. With trustworthy service will be memorable and can meet the needs and desires of consumers. Through physical evidence available, consumers will not evaluate other transportation alternatives.In accordance with research conducted by Abidin (2017) that physical evidence variable is very significant influence on purchasing decisions.

V.   CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of the research that has been discussed regarding the influence of the variables of production, price, promotion, place, people, process, and physical evidence has an influence on the decision to use online transportation in Malang, it can be concluded that:

1. Simultaneously production, price, promotion, place, people, process, and physical Evidence have an influence on the decision to use online transportation in Malang. By increasing the seven independent variables again, the decision to use will further increase. This increase will be marked by consumers reusing online transportation.
2. The results of the study indicate that the production variable partially does not significantly influence the decision to use online transportation in Malang. This relationship is negative, meaning that product quality, product design, and product image are not considered in the decision to use online transportation.
3. Price variable partially does not significantly influence the decision to use online transportation in Malang. This relationship is positive, meaning that the suitability of prices, affordability, and price competitiveness are not considered in the decision to use online transportation.
4. Promotion variable partially has a significant effect on the decision to use online transportation in Malang. This relationship is positive, meaning that the more Grab makes advertising via the internet and often holds discounts, the higher the decision to use online transportation.
5. Partial place has no significant effect on the decision to use online transportation in Malang. This relationship is positive, meaning that the existence of location and distance are not considered in the decision to use online transportation.
6. The people variable partially has a significant effect on the decision to use online transportation in Malang. This relationship is positive, meaning the more drivers are polite and willing to help and are able to provide problem solving solutions to consumers, the higher the decision to use online transportation.

7. The process variable partially has a significant effect on the decision to use online transportation in Malang. This relationship is positive, meaning that the more consumers are involved in service and the speed in payment / transactions, the higher the decision to use online transportation.

8. Physical variable dividend partially has a significant effect on the decision to use online transportation in Malang. This relationship is positive, meaning that the more satisfied consumers are and the services provided are polite and friendly, the higher the decision to use online transportation.

5.2 Recommendations

Based on the analysis and discussion of the results of hypothesis testing above, there are several suggestions for online transportation that can provide benefits, including:

1. In terms of usage decisions, online transportation must be able to increase the sophistication of the application so that there is no long access when consumers want to use online transportation services.

2. Product, online transportation must be able to convince consumers about safety and comfort when using online transportation services, by always reminding consumers to wear helmets before leaving for their destination.

3. In terms of price, online transportation must be able to compete with other online transportation prices, online transportation must be able to attract consumer interest in terms of price with the number of promos provided.

4. Promotion, online transportation must set more promotion strategies where direct promotion is carried out so by visiting the community one by one then online transportation giving access to download applications for free might be an effective promotion and this will attract consumers' interest to use online transportation.

5. Place, online transportation must always provide direction and advice to all drivers to keep helping consumers when they have difficulties.

6. Process, online transportation must continue to improve the performance of its employees by always being fast and appropriate. Right in the sense of not being wrongly targeted.

7. Physical dividends, online transportation must always provide motivation to all drivers to always provide excellent service.

Further research, it is expected to examine other factors that can influence the decision to use the service. To obtain other models, additional variables need to be added that can improve service use decisions, for example brand image, service quality, consumer confidence and so on.

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