

Lifestyle And User Preferences Online Transport Service

Mohammad Ihsan, Sihol Situngkir, Ade Perdana Siregar

Abstract: Online transportation will be the biggest business in the Southeast Asia, the market value on online transportation is always increasing every year. ASEAN countries namely Indonesia, Singapore, Thailand, Malaysia, Vietnam and the Philippines is a high country of growth in the use of online transportation services. The high growth of the online transport business will increase the value of the digital economy market in every country. This development is one of the consequences of human desire to fulfill his needs. Users of online transport services have different motives and behaviors or habits in fulfilling their needs. Lifestyle can create one's preference in choosing a product, both goods and services in fulfilling their needs. The purposes of the study are: (1) identification of influences between lifestyles to the decisions of users of online transport services, (2) identification of influences between lifestyles to the user preferences of online transport services. (3) Identification of the influence between user preferences of service services to the decisions of users of online transport services. (4) Identify the role of preference capable of the effect of lifestyle influence on the decision of the user of online transport services. The population of this research is a customer who uses online transportation in Jambi city while the sample is a customer who uses online transportation services in the city of Jambi more than once as many as 200 people. The data method uses path analysis. The results of the research are known that the lifestyle has a significant influence on the consumer preferences of online transportation services; lifestyle and consumer preference to give a significant influence on the decision of service users Online and Lifestyle Transport gives a significant influence on the decision of the online transport service users through consumer preference.

Index Terms: consumer preference, decision, lifestyle, online transport service

1. INTRODUCTION

Communities have a variety of activities and require transportation as a supporting tool or aids in carrying out their activities. Transportation is one of the most important means of connecting in all matters of human activity. The more developed means of transportation the more easily established relations between people. At present where the mobility of people and goods is very high, occurring not only in one area but also between islands and even between countries, transportation means an important role. Online transportation will be the largest business in Southeast Asia, the market value of online transportation is increasing every year. ASEAN countries, namely Indonesia, Singapore, Thailand, Malaysia, Vietnam and the Philippines are countries with high growth in the use of online transportation services. High growth in online transportation business will increase the market value of the digital economy in each country. This development is one of the consequences of human desire to meet their needs. Humans use their minds and innovations to find solutions to their needs that are increasingly more and more. The more needs they have, the more human innovation will emerge to find their needs.

Technology will continue to develop following globalization, the many technological developments such as the internet and gadgets will further facilitate the community to meet all needs in this globalization era. Each individual as a user of transportation must have different preferences. This preference factor will direct consumers in the use of services, so what consumers use is a clue to the arrangement of their preferences. Kotler (2005) consumer preferences indicate consumer preferences from a variety of product choices available. Consumer preference is the choice of whether or not someone likes the product consumed. Consumer

preferences are also values that are considered by consumers in determining a choice. Assael (2002), preferences are formed from individual perceptions of a product. Consumers have a tendency to form different determinations when viewing advertisements, as well as evaluating products and services. Preference is very influential on the consumer's decision to buy or not buy a product or service. Zeithaml, Bitner, and Gremler (2009) argue that the decision to choose a product is influenced by the quality of service provided by a company. Users of online transportation services have different motives and behaviors or habits in meeting their needs. Kotler and Keller (2008) revealed that consumer behavior can be viewed from various sides because the behavior in using their services is strongly influenced by cultural, social, personal and psychological factors, including consumer lifestyles. Community lifestyles with technological developments began to shift towards digital. Kotler (2002), lifestyle describes "one's whole self" in interacting with his environment. Lifestyle describes the whole pattern of a person in action and interact in the world. In general it can be interpreted as a lifestyle that is recognized by how people spend their time (activities), what is important people consider the environment (interests), and what people think about themselves around the world (opinions). Changes in lifestyle, age, level of education, work and social class can influence preferences when using services. The speed of change in attitudes and behavior of consumers in using transportation services is determined by various factors including psychological factors namely thoughts and feelings that influence the reason for choosing certain goods and services, besides that it is also influenced by their environment such as culture and family and the role of the media as a promotional channel as one of its marketing strategy to overcome the limitations of public knowledge. Motivation factors and strategic decisions determine the level of interest or interest in choices and each decision will affect the development of the market. Lifestyle can create a person's preference in choosing a product, both goods and services in meeting their needs. Changes in lifestyle with technological developments make changes to consumer preferences in choosing a product, while preferences are the deciding factor

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in one's decision on a product or service. Business opportunities are increasingly open with the increasing human needs, especially transportation. Digital-based business opportunities are very fast growing with the innovation of service products. Creating a quality in service products by meeting people's needs in accordance with lifestyle is one of success in a business. This research aims to : 1) Identify the influence between lifestyle on the decision of users of online transportation services, 2) Identify the influence of lifestyle on the preferences of users of online transportation services, 3) Identify the influence of service user preferences on the decision of online transportation service users; 4) Identifying the role of preferences is able to mediate the influence of lifestyle on the decision of users of online transportation services. Salim (2011), the influence of lifestyle on Android-based smartphone purchasing decisions, the purpose of the study is to identify the influence between lifestyle and repurchase decisions, the results of the study state that there is a significant influence between lifestyle and repurchase decisions. Blackwell and Miniard (1995), (Kotler, 2002), lifestyle is a person's lifestyle in the world expressed in his activities, interests and opinions. Kardes (2002), preference is defined as the evaluation determination of diverse objects (two or more objects). Kotler and Keller (2007), in the alternative evaluation stage consumers form preferences for brands that are in a collection of choices and pay great attention to the attributes that provide the benefits they seek. Winardi (2010), the decision to purchase or use a service is the point of a purchase or service user from the evaluation process. Kotler and Keller (2009), the process of consumer purchasing decisions or using services must go through five stages namely problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior.

2 METHODS

The types of data used in this study are (1) Primary data is data obtained directly through questions that include: respondent characteristics, respondents' perceptions about the lifestyle of respondents, preferences for online transportation service products, and their relationship to the decision to use online transportation services . (2) Secondary data is data obtained from literature reviews through literature, journals and internet sites that can provide information in accordance with the research problem. The population in this study are customers who use online transportation in the city of Jambi, while the sample in this study are customers who use online transportation services in the city of Jambi more than once as many as 200 respondents. Data collection techniques used in this study include: the method of observation is data collection carried out by making direct observations in order to obtain real data and the interview method is to obtain data by distributing questionnaires and frequently asked questions to complement the data obtained by the previous method. The variables used in this study are lifestyle (X) with indicators of activities, interests and opinions, preferences (Y1) with indicators of tangibles, reliability, responsiveness, assurance and empathy and service user decisions (Y2) with indicators of problem recognition, information search, alternative evaluations, purchasing decisions and post-purchase behavior. The data in this study were collected through a research instrument in the form of a questionnaire so that a validity and reliability test was needed so that the questionnaire was suitable for use. Validity test

aims to check whether the questionnaire as a research instrument is appropriate to measure what should be measured. The reliability test aims to find out to what extent the measuring instruments used are consistent. The analysis technique used in this study is path analysis

3 FINDINGS AND DISCUSSION

Based on the results of the study, the direct influence of lifestyle variables partially on service user preferences and decision variables as well as the partial influence of preference variables on service user decision variables can be explained as follows: Path Analysis P₁, the effect of X to Y₂ is path P₁ with the value $\beta = 0.355$ and the sign level = 0.025 (less than 0.05). These results can be interpreted that the variable X has a significantly positive effect on Y₂ of 0.355, meaning that each increase in one point of variable X then Y₂ will increase by 0.355. Path Analysis P₂, the effect of X to Y₁ is path P₂ with a level $\beta = 0.511$ and a sign level = 0.005 (less than 0.05). These results can be interpreted that the variable X has a significantly positive effect on Y₁ of 0.511, meaning that each increase in one point of variable X then Y₁ will increase by 0.511. Path Analysis P₃, the effect of Y₁ to Y₂ is path P₃ with a $\beta = 0.628$ level and a sign level = 0.012 (less than 0.05). These results can be interpreted that the variable Y₁ has a significantly positive effect on Y₂ of 0.628, meaning that every one point increase in the variable Y₁ then Y₂ will increase by 0.628.

Based on the explanation above, the direct effect of the variables measured in this study can be described as follows:

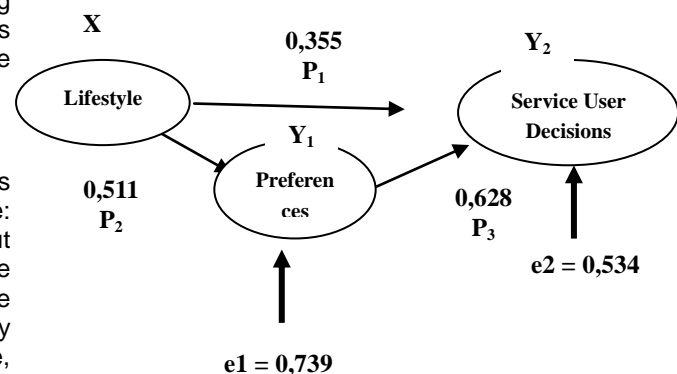


Figure 1. Influence Pathway Model

From Figure 1, it can be calculated the indirect influence of lifestyle (X) on the decision of service users (Y₂) through preferences (Y₁) to look for indirect effects are as follows:

$$PTL (X-Y_2) = P_2 \times P_3$$

Note :

PTL (X-Y₂) = The indirect effect of variable X on variable Y₂

P₂ = The direct effect of variable X on Y₁

P₃ = The direct effect of variable Y₁ on Y₂

Based on the above formula, the calculation can be done as follows:

$$\begin{aligned} PTL (X-Y_2) &= 0,511 \times 0,628 \\ &= 0,321 \end{aligned}$$

Regression analysis with mediating variables is used to determine the total effect of independent variables on the dependent variable consisting of direct and indirect effects, namely through mediating variables using the following

formula

$$TP = P_1 + (P_2 \times P_3)$$

Note :

- TP = Total Influence
 P_1 = The direct effect of variable X on Y_2
 P_2 = The direct effect of variable X on Y_1
 P_3 = The direct effect of variable Y_1 on Y_2

Based on the above formula, the calculation can be done as follows

$$\begin{aligned} TP &= 0,355 + (0,511 \times 0,628) \\ &= 0,355 + 0,321 \\ &= 0,676 \end{aligned}$$

Based on the calculation results above, the results of direct influence, indirect effect and total effect between variables can be seen as follows:

Table 1. Total direct effects and indirect effects between variables

Influence of Variables	Direct Influence	Indirect Influence Through Mediation	Total Influence
$X \rightarrow Y_2$	0,355	0,321	0,676
$X \rightarrow Y_1$	0,511		0,511
$Y_1 \rightarrow Y_2$	0,628		0,628

From the table above, we can see the results of the calculation of direct and indirect effects through mediation, if the total value of the influence is greater than the direct effect ($TP > P_1$) means that the variable is a mediating variable. From the calculation above the Total Influence (TP) of 0.676 is greater than the Direct Effect (P_1) of 0.355, then this variable can be said to be a mediating variable. The diversity of data that can be explained by the Path Analysis model is 0.676 or 67.6% or in other words the information contained in the 67.6% data can be explained by the model.

3.1 Effect of Lifestyle on Preferences

According to Blackwell & Miniard (1995), (Kotler, 2002), lifestyle is a person's lifestyle in the world that is expressed in his activities, interests, and opinions, can be seen as follows: (a) Activities are real actions like watching a medium, shopping in a shop, or telling a neighbor about new services. Although these actions can usually be observed, the reasons for these actions can rarely be measured directly; (b) Interests in a kind of event object, or topic in the level of excitement that accompanies special and continuous attention to it; (c) Opinion is a verbal or written "answer" that people give in response to a stimulus situation in which a kind of "question" is asked. The results of data analysis responses submitted by respondents showed that lifestyle has a significant effect on the preferences of users of online transportation services. The magnitude of the influence of lifestyle on preferences amounted to 0.602 and a significance of 0.005 < 0.05. The number proves that partially independent lifestyle variables regarding activities, interests and opinions influence preferences, where there is a positive influence that can be interpreted that the greater the influence of lifestyle, the increasing preference of users of online transportation services. The factors contained in the indicators of the study are changes in the need for online transportation user activities, the interest and ease gained in using online transportation and responses when using online transportation. In meeting transportation needs, changing one's preferences in meeting them. An interest in new innovations from offline transportation to online transportation,

changes one's lifestyle in carrying out activities. Consumers feel the ease and certainty of using online transportation, so that it affects the preferences of users of online transportation services.

3.2 Effect of Lifestyle and Preference on the Decisions of Service Users

The results of the analysis of response data submitted by respondents indicate that lifestyle has a significant effect on the decision of users of online transportation services. The magnitude of the influence of lifestyle on the decision of service users is 0.296 with a significance of 0.025 < 0.05. This figure proves that partially the independent variables activities, interests and opinions affect the decision of service users. From these results there is a positive influence that can be interpreted that the greater the influence of lifestyle, the decision of users of online transportation services will increase. This is in accordance with research Agus Salim (2011) titled the influence of lifestyle on Android smartphone-based purchasing decisions, the purpose of the study is identifying the influence between lifestyle and repurchase decisions, the results of the study state that there is a significant influence between lifestyle and repurchase decisions. Lifestyle can affect a person in making a purchase or re-use of services, as well as the use of online transportation services. The lifestyle of a person is measured by the question of consumer activity asked to indicate what they do, what they buy, and how they spend their time, questions of interest, focus on consumer priorities, questions of opinion, identifies consumers' perspectives and feelings about the topic the topic of world, local, economic, social events results in that lifestyle has a significant influence on the decisions of users of online transportation services. In addition, the results of the analysis of response data submitted by respondents showed that preferences significantly influence the decisions of users of online transportation services. The magnitude of the effect of preference on service user decisions is 0.586 with a significance of 0.012 < 0.05. This number proves that partially the independent preference variables concern tangibles, reliability, responsiveness, assurance and empathy. From these results there is a positive influence that can be interpreted that the increasing preference, the decision of users of online transportation services will increase. Assael (2002), preferences are formed from individual perceptions of a product. Consumers have a tendency to form different determinations when viewing advertisements, as well as evaluating products and services. Sometimes attitudes function as builders for preferences and sometimes preferences are based on comparison of attributes or features of two or more products. The results of the study illustrate that the quality of service attributes, namely from the physical form, reliability, speed of response, security and the form of attention given to service providers affect consumer preferences in using it, so the better the service provided by the service provider, the better the preferences of online transportation service users so the decision to use online transportation has increased.

3.3 The Effect of Lifestyle on Service User Decisions through Preferences

The results of the analysis of response data submitted by respondents on the direct effect show that there is an influence of lifestyle on the decision of users of online transportation

services. It is 0.355 with a significance of $0.025 < 0.05$. In addition, the results of data analysis of respondents' responses to the indirect effect showed that the influence of lifestyle on the decision of online transportation service users through preferences was 0.321 so that the regression analysis through intervening obtained a total of direct and indirect effects of 0.676. This can be interpreted that if the total effect is greater than the direct effect, the preference variable is said to be a mediating variable. The diversity of data that can be explained by the Path Analysis model is 0.676 or 67.6% or in other words the information contained in the 67.6% data can be explained by the model. Winardi (2010), the decision to purchase or use a service is the point of a purchase or service user from the evaluation process, while Kotler and Keller (2009: 184) the process of consumer purchasing decisions or using services must go through five stages namely problem recognition, information search, alternative evaluations, purchasing decisions and post-purchase behavior. Consumers undergo an evaluation process in deciding to use online transportation services by looking at factors in lifestyle, namely the activity of consumers being asked to indicate what they are doing, what they are buying, and how they are spending time, focusing on consumer priorities and identifying viewpoints and consumers' feelings about topics of world, local, economic, social, the greater the influence of lifestyle, the results of the evaluation process will be better in deciding to use online transportation services. Besides the factors that strengthen consumers in deciding to use online transportation services, namely reliability, speed of response, security and the form of attention given to service providers can influence someone in deciding online transportation service users, with the preference as mediation can strengthen the influence of lifestyle on someone in deciding to use online transportation services.

4 CONCLUSION

Based on the analysis it is proven that lifestyle has a significant influence on the preferences of users of online transportation services, lifestyle and preferences have a significant influence on the decisions of users of online transportation services, lifestyle gives a significant influence on the decisions of users of online transportation services through preferences.

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