THE EFFECT OF SOCIAL INFLUENCE AND HABIT ON USE BEHAVIOR OF GOJEK APPLICATION USERS IN THE MEDAN HELVETIA DISTRICT AREA

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Abstract

This research is intended to know the effect of social influence and habit on use behavior in the Medan Helvetia District. The population and sample in this study were 130 users of the Gojek application in Medan Helvetia District, and the sampling technique was accidental sampling. The data analysis technique used is multiple linear regression statistical analysis. The primary data used in this study consisted of social influence and habits on use behavior. The results of this research show that based on the partial test (t-test), social influence and habit have a significant effect on the variables of the use behavior. The simultaneous test (f-test), social influence and habit, significantly affect the variables of the use behavior.

Keywords: ***social influence, habit, use behavior.***

INTRODUCTION

Online transportation applications are created by online transportation companies that aim to make it easier for people to use transportation services using internet-based technology. They are intended for global use (users across countries). Gojek is the online transportation application that currently dominates in Indonesia and ASEAN. Several other online-based transportation companies are BlueJek, TeknoJek, LadyJek, and other applications. Application companies need to know the factors influencing users to use their applications. Companies can develop marketing strategies and redesign their applications by knowing these factors. Application development is often aimed at global users. Several global applications, including operating systems, word processors, and enterprise resource management (ERP), are built for global users. It is not easy for all applications to be accepted by the global community. The main thing is the use of language, color, and fonts in applications and ease of use, which affects applications used globally. For applications that are used globally, it is essential to know about the influence of culture on acceptance and use. Gojek is an original Indonesian online transportation application.

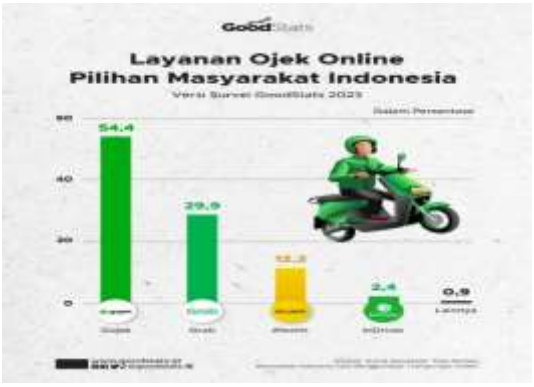

Figure 1. Number of Online Motorcycle Taxi Users In Medan
Source: https://goodstats.id/ (2023)

Online transportation application services are now widely available in Indonesia. Each

application offers various services to provide assistance and convenience for the mobility of its users. Gojek (@gojekindonesia) is the most preferred service by the public, with the highest percentage in both the motorbike and car categories. Then, Grab (@grabid) followed in second place. From the results of the Forum Group Discussion (FGD) that we held, there are some reasons why people choose Gojek and Grab. Through sources and explanations about the convenience and advantages of the Gojek application, which is currently the public's main choice, however, based on a pre-survey conducted by researchers, problems and complaints were still found from customers who use the Gojek application, following a pre-survey regarding consumer complaints of 30 respondents in using the application Gojek in the Medan Helvetia District area as in Table 1 below:

Table 1. Pre-Survey Regarding Consumer Complaints in Using the Gojek App in the Medan Helvetia District Area

No	Gojek	Related Variables
1.	The application is often under repair (updated)	Social Influence (X_1)
2.	When a partner/merchant closes, the applied partner status is still open	Habit (X_2)
3.	Gofood's brand image was damaged because partners were charged with debts that they did not know where they came from (fictitious orders)	Use Behaviour (Y)

Source: Gojek Application Users in The Medan Helvetia District Area

Table 1 shows consumer complaints about using the Gojek application in the Medan Helvetia District area, where the application is often under repair. When a partner closes, the applied partner status is still open. The relationship between Gojek employees and partners is not good. There is no physical contact between employees and partners because everything is online. Gojek's brand image was damaged because partners were charged with debts who did not know where the debt came from/were fictitious orders. The researcher also asked respondents briefly about problems that often occur and are felt by consumers, namely that consumers sometimes experience errors in map coordinates that do not match the location. The existing features in the application do not make it easier for partners to upload menus. The application is often under repair (maintenance). Through this phenomenon, researchers are interested in researching what factors can influence and impact use behavior.

LITERATURE REVIEW

Social Influence

Social influence is how social networks (such as friends and family) influence each other's behavior in using online transportation technology (Isradila and Indrawati, 2017). Social influence is the extent to which a person perceives the interests of other people who will influence him or her to use a new system (Jogiyanto: 2007, p. 321). Social influence is the extent to which a social network influences people's behavior through messages and signals from others that facilitate the formation of society's perceived value from a technological system. Additionally, social influence influences individuals through messages about social expectations and the observed behavior of others. Social influence is a change in an individual's thoughts, feelings, attitudes/behavior resulting from interactions with other individuals or groups. Social influence is identified as different from the influence resulting from conformity (compliance), power, and authority.

Habit

Habit comes from the word ordinary, which means repetition or frequent action, even at different times and places. A habit is a specific behavior that is automatic, not planned, and happens without thinking about it. Habit is an activity carried out in the past and is still carried out

repeatedly (Wood, 2007). Habit is defined by Limayem (2008) as a user's repetitive behavior in the past, especially when the repetitive behavior of using an Information System (IS) is realized, while Kim (2005) equates Habit with automaticity. Habit is a repeated and regular behavior carried out by an individual unconsciously. This research refers to the definition of Habit from Limayem (2007), namely repeated user behavior in the past, which becomes repeated behavior when using the information system. A habit is usually made, and behavior is often repeated to become automatic and permanent (Nurfirdaus & Risnawati, 2019). A person's habits will determine how that person makes decisions. Likewise, interest in using technology will very likely be influenced by the habits of potential users. People who are used to using similar technology will tend to have more interest in using it than those who are not used to it (Mahendra et al., 2017). Habituation is a practical effort in fostering and forming morals. The result of habituation by educators is creating a habit for students.

Use Behaviour

Use behavior comes from the words used, and behavior is user behavior. Behavior is one of the approaches to psychology that studies the soul/mentality. The behavioral approach used in this research is social psychology and industrial and organizational psychology. The social psychology used in this research is consumer behavior, while the industrial and organizational psychology used is behavior in using technology or information systems. Usage behavior is the user's intensity/frequency when using the product. A person's behavior expresses a person's desires or interests (intention). System user behavior is highly dependent on user evaluation of the product. In other words, product use is an indicator of performance assessment of the use and acceptance of a product. A good or bad product depends on the user's feelings after using it. Consumer needs and desires vary greatly and can change due to factors influencing consumers in purchasing. Therefore, a marketer needs to understand consumer behavior so that marketing activities can run effectively and efficiently (Subianto, 2007). Consumer behavior is a complex and multi-dimensional process (Zhang, 2018).

METHOD

This type of research is associative research with a quantitative analysis approach. Quantitative analysis is a deductive research method that uses measurement and sampling techniques for data collection (Hair, 2019). This research was carried out on consumers who used the Gojek application in the Medan Helvetia District area. The research was conducted from September to December 2023. According to Hair (2019), a population is a generalized area of objects/subjects with specific qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research is consumers who use the Gojek application in the Medan Helvetia District area, the number of which cannot be known. Based on these results, the number of respondents who will be used as samples in this research is 130 people with the criteria of consumers who use the Gojek application in Medan Helvetia District and have used it at least once. The sampling technique used in this research is the accidental sampling technique, namely the technique of determining the sample based on anyone who coincidentally/incidentally meets the researcher who can be used as a sample if it is deemed that the person they happen to meet matches the data source. This technique was used because researchers could not obtain consumer data, so the accidental sampling technique was more appropriate to use to make it easier to distribute questionnaires to consumers who use the Gojek application in the Medan Helvetia District area.

RESULTS AND DISCUSSION

Classic Assumption Test Results

Normality Test

The normality test aims to test whether the confounding or residual variables have a normal distribution in the regression model. If this normality test is violated, the statistical test will be invalid for small sample sizes.

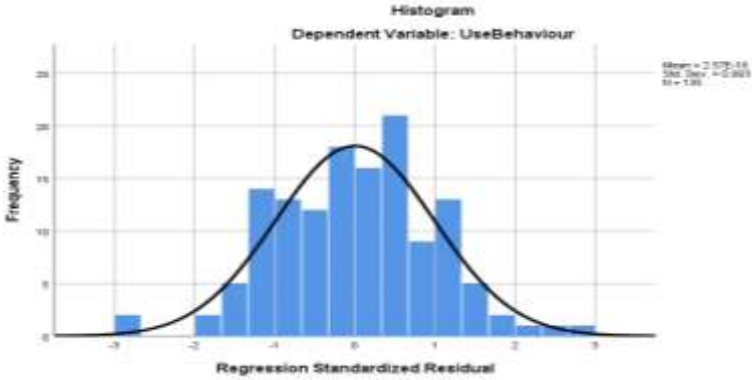

Figure 2.
Histogram Graph Normality Test Results
Source: Research Results, 2023

Figure 2 above shows that the data distribution is normal and meets the assumptions of normality. It can be seen from the line that appears to have a bell shape.

Multicollinearity Test

The multicollinearity test aims to test whether a correlation is found between the independent variables in the regression model. In a good regression model, there should be no correlation between independent variables. Multicollinearity testing is carried out by looking at the VIF between independent variables.

Table 2.
Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social influence	.695	1.439
	Habit	.695	1.439

Source: Research Results, 2023

The results of the multicollinearity test show that the three independent variables, Social Influence, and Habit, do not have multicollinearity because the tolerance value of the two independent variables is above 0.10, and the VIF value of the three independent variables is below 10.

Hypothesis Test

Linear Regression of Social Influence and Habit on Use Behavior

To get regression results between the independent variables (Social Influence and Habit) and the dependent variable (Use Behavior), use the help of a computer program. The following are the results of data processing using the OLS (Ordinary Least Square) method.

Table 3.
Regression Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.101	1.772		.621	.536
	Social Influence	.216	.050	.293	4.327	.000
	Habit	.508	.061	.559	8.262	.000

Source: Research Results, 2023

From the regression results above, the following estimation model can be formed:

Y = 1.101 + 0.216 X1 + 0.508 X2

Model Interpretation

Based on the estimation model above, the influence of the independent variables, namely Social Influence (X1) and Habit (X2) on Use Behavior, can be explained as follows:

1. **Social Influence**
   Social Influence has a positive effect on Use Behavior. It is shown by the regression coefficient X1, which is 0.216. It means that for every 1% increase in social influence, use behavior will increase by 0.216% (ceteris paribus).
2. **Habit**
   Habit has a positive effect on Use Behavior. It is indicated by the value of the regression coefficient X2, which is 0.508. It means that for every 1% increase in Habit, use behavior will increase by 0.508% (ceteris paribus).

Individual Regression Coefficient Testing (Statistical t Test)

1. **Social Influence**
   For the Social Influence variable, the t-count value was 4.327 with a probability (significance) value of 0.000. Thus, Ha is accepted because the probability value is smaller than 0.05 (0.000 < 0.05). It means that Social Influence has a significant effect on the Use Behavior variable by testing at a confidence level of 95% (= 5%).
2. **Habit**
   For the Habit variable, the t-count value was 0.508 with a probability (significance) value of 0.000. Thus, Ha is accepted because the probability value is smaller than 0.05 (0.000 < 0.05). It means that it can be concluded that the Habit has a significant effect on the Use Behavior variable by testing at a confidence level of 95% (= 5%).

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Testing Regression Coefficients Simultaneously (F Statistical Test)

Table 4.
Anova Test
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1798.015	2	899.008	91.033	.000[b]
	Residual	1303.585	132	9.876		
	Total	3101.600	134			

a. Dependent Variable: Use Behaviour
b. Predictors: (Constant), Social Influence, Habit

Based on the SPSS program output results, an F-calculation value of 91.033 was obtained with a probability (significance) value of 0.000. Thus, Ha is accepted because the probability value (significance) is smaller than the value 0.05 (0.000 < 0.05). It means that it can be concluded that variable X1 (Social Influence) and variable X2 (Habit) have a real (significant) effect on Use Behavior (Y) at a confidence level of 95% (= 5%).

Coefficient of Determination (R^2)

Table 5.
Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761[a]	.580	.573	3.14255

a. Predictors: (Constant), Social Influence, Habit
b. Dependent Variable: Use Behaviour

Based on the output results of the SPSS program, the R-square value is 0.580, which means that the variables X1 (Social Influence) are not included in the model estimation.

Discussion of Research Results

The Influence of Social Influence on Use Behavior

The research results showed that the Social Influence variable positively affected Use behavior. The results of this research are in line with the research hypothesis, which states that the Social Influence variable influences Use Behavior.Social influence is related to external pressure (from essential people in a person's life, such as family, friends, and supervisors at work). Social influence is the extent to which a social network influences people's behavior through messages and signals from others that facilitate the formation of society's perceived value of a technological system. Additionally, social influence influences individuals through messages about social expectations and the observed behavior of others.

Social influence has a direct influence on Use Behavior. The research results are supported by the concepts underlying the user acceptance model in the Unified Theory of Acceptance and Use of Technology proposed by Venkatesh, Morris, Davis, et al. (2003); individual reactions to using information technology have a direct and indirect influence on the actual use of information technology. The results of this research are also supported by the Theory of Planned Behavior (TPB) proposed by Ajzen (2006), which states that social influence variables can be grouped into

subjective norm factors. Based on the TPB, subjective norms influence behavior. Because many people in the surrounding area use the Gojek application and download/use the services on the Gojek application, this can make people increasingly think that Gojek has a fairly easy level of use.

Therefore, Social Influence can influence someone to use the service on the Gojek application. Social influence is a change in an individual's thoughts, feelings, attitudes/behavior resulting from interactions with other individuals or groups. Interest in using Gojek, which is widely used by a person's social environment, will be able to encourage them to use Gojek services also. It can be seen because, generally, users will be interested in using a technology seen from the perceptions and encouragement that arise from the consumer's surroundings before the consumer uses the service, so references and suggestions from the environment will be taken into consideration and factors that influence attitudes or interest in using the service. Apart from that, the image indicator or impression of the Gojek application, which is considered to have affordable rates and security with an insurance system while traveling, can impact interest in using the Gojek application.

The Influence of Habit on Use Behavior

In the research results, it was found that the habit variable partially influences Use behavior. The results of this research are in line with the research hypothesis, which states that Habit influences Use behavior. The influence of the exchange rate on economic growth can be seen from the trade side. The trade-in question is a country's international trade or exports and imports. In general, a weakening of the exchange rate (depreciation) will stimulate exports and make imports more expensive, thereby reducing a country's trade deficit and ultimately increasing economic growth. Conversely, exchange rate appreciation can reduce the competitiveness of exports and make imports cheaper, causing a trade deficit, which will reduce economic growth (Syamsuyar & Ikhsan, 2017).

Habits will be seen from the results of previous experiences. Habit is the frequency of past behavior, which is considered one of the main determinants of current behavior. Using online transportation applications will likely strengthen a person's intention to use online transportation applications (Barbosa, 2021).

Habit is an activity carried out in the past and is still carried out repeatedly (Wood, 2007). Habit is defined by Limayem (2008) as a user's repetitive behavior in the past, especially when the repetitive behavior of using an Information System (IS) is realized, while Kim (2005) equates Habit with automaticity. Habit is a repeated and regular behavior carried out by an individual unconsciously. This research refers to the definition of Habit from Limayem (2007), namely repeated user behavior in the past, which becomes repeated behavior when using the information system. A habit is something that is usually done, a behavior that is often repeated so that over time, it becomes automatic and permanent (Nurfirdaus & Risnawati, 2019). A person's habits will determine how that person makes decisions. Likewise, interest in using technology will very likely be influenced by the habits of potential users. People who are used to using similar technology will tend to have more interest in using it than those who are not used to it (Mahendra et al., 2017). Habituation is a practical effort in fostering and forming morals. The result of habituation carried out by educators is creating a habit for students. Habit is the process of forming new habits or improving existing habits. This research is in line with the results of research conducted by Setyorini and Meiranto (2021) and by Karyoto et al. (2024), who found that Habit research results had a positive and significant effect on Use Behavior.

CLOSING

Based on the results of research regarding the influence of Social Influence and Habit on Use Behavior, the following conclusions can be drawn:

From the results of the F test, it is concluded that Social Influence and Habit have a significant simultaneous effect on Use Behavior at a significance level of 5%. Thus, the research hypothesis is

accepted. Based on the partial test (t-test), the Social Influence and Habit variables have a significant partial effect on the Use Behavior variable with testing at a confidence level of 95% (= 5%). The coefficient of determination (R) value is 0.580, which means that the variables X1 (Social Influence) and X2 (Habit) together can explain variations in Use Behavior of 58%. In comparison, the remaining 42% is explained by new variables that are not included in the model estimation.

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