

The Effect of Price, Promotion and E-Service Quality on Consumer Repurchase Interest in the Grab Application

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ABSTRACT

Technological developments in today's modern era bring changes in the field of transportation. Many online-based transportation service businesses have sprung up, one of which is Grab. This study aims to determine the effect of price, promotion and e-service quality on consumer repurchase intention on the Grab application. The method of determining the sample to be used in this study is non-probability sampling with purposive sampling with a total of 100 respondents. Data collection is done through Google Form. Data analysis was performed using the PLS (Partial Least Square) method using SmartPLS 4.0 software. The results of the data analysis show that: (1) price has a positive and significant effect on consumer repurchase intention on the Grab Application, (2) promotion has a positive and significant effect on consumer repurchase intention on the Grab Application, (3) e-service quality has a positive and significant impact on consumer repurchase interest in the Grab Application.

Keywords: *online transportation, price, promotion, e-service quality, repurchase intention*

Pengaruh Harga, Promosi Dan *E-Service Quality* Terhadap Minat Beli Ulang Konsumen Pada Aplikasi Grab

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ABSTRAK

Perkembangan teknologi di era modern saat ini membawa perubahan dalam bidang transportasi. Banyak bermunculan bisnis jasa transportasi berbasis *online* salah satunya ialah Grab. Penelitian ini bertujuan untuk mengetahui pengaruh harga, promosi dan *e-service quality* terhadap minat beli ulang konsumen pada Aplikasi Grab. Metode penentuan sampel yang akan digunakan dalam penelitian ini ialah *non probability sampling* dengan jenis *purposive sampling* dengan jumlah responden sebanyak 100 responden. Pengumpulan data dilakukan melalui *Google Form*. Analisis data dilakukan dengan metode PLS (*Partial Least Square*) menggunakan *Software SmartPLS 4.0*. Hasil analisis data menunjukkan bahwa : (1) harga berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada Aplikasi Grab, (2) promosi berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada Aplikasi Grab, (3) *e-service quality* berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada Aplikasi Grab.

Kata Kunci: transportasi *online*, harga, promosi, *e-service quality*, minat beli ulang