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Brand Image, Brand Trust, Experiential Marketing and Perceived Price on Super-app Customer Purchase Decisions: Go-Jek Application User Perception

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Abstract

This study aims to examine customer purchase decisions through the go-jek application based on brand image, trust, experiential marketing and perceived price in Semarang City. The research population is all users of the Go-Jek application in Semarang City, with the criteria of at least 2 purchases through the Go-Jek application and a minimum age of 17 years. The sample of this research was 100 respondents through purposive sampling. The hypothesis testing was conducted by using Linear Regression with Partial Least Square (PLS)-based SEM tools. The results showed that experiential marketing and perceived price positively and significantly affect purchase decisions.

In contrast, brand image and trust do not significantly affect the purchase decision. It confirms that purchasing decisions are influenced by experiential marketing and perceived reputable prices in customers of the Gojek super-app. The results highlight the importance of experiential marketing as a sales strategy that provides customers with a unique, good and memorable emotional understanding. A practical suggestion would imply that paying attention to this variable is more likely to improve customer purchasing decisions on the Go-jek application.

Keywords

brand image, brand trust, experiential marketing, perceived price, purchase decision.

1. Introduction

The development of transportation using digital applications on smartphones is getting tougher. Currently, there are 3 (three) online transportation services, namely Gojek, Gape, and Maxim in Semarang. The tight competition is shown in the Statqo Analysis, where on March 13, the number of active weekly Gojek and Grab users was still at 3.15 million and 2.51 million passengers. This figure continued to decline until March 26, Gojek passengers reached 2.57 million people, and Grab 2.01 million. The decline in Go-Jek application users is thought to be due to the tight competition between these transportation means (Novika, 2020). The tight competition requires transportation service providers to compete to attract customers to make purchases (Destamar et al., 2021).

Purchasing decisions are the right of customers to choose between various brands and foster an intention to buy the preferred brand of transportation service providers (Setiadi, 2012). Schiffman & Kanuk (2008) support this opinion, stating that customers tend to trust products with preferred or well-known brands. This reason underlies the transportation service company's strengthening its brand position, creating a positive brand image and sticking firmly in customers' minds. Through brand image, customers are able to recognize a product, evaluate its quality, reduce purchase risk, and gain experience and satisfaction from certain product differentiation until finally deciding to buy (Musay, 2013; Aeni & Ekhsan, 2021). If the customer already intends on the brand and feels safe with the services used, there will be customer trust in the brand. Brand trust is a feeling of security that a customer has with a relationship with a brand that is based on the customer's thinking that the brand can be trusted and is responsible for the needs and welfare of the customer (Suryani & Rosalina, 2019). When the customer already has trust, the customer will not hesitate to reuse the service because a customer buying an item not only gets goods that can meet their needs, but the customer also wants to gain experience from the item.

A pilot study of this research using a survey method in 15 Go-jek users. It showed that although most customers have a good image of Gojek, trust in the brand and experience, and have a reasonable perceived price, some still consider using Gojek services as transportation. However, not all of them are as desired using this online transportation service system. There are only drawbacks caused by this online-based transportation system, such as in terms of service quality. However, the company prioritizes better service; in reality, customers still complain about the service of this online transportation service provider, both in terms of perceived prices owned by customers. In terms of service drivers who sometimes do not comply with the rules that have become standardization on the part of the service provider company which can disturb customers' emotions. Therefore, customers lose trust in the brand and do not want to repeat their experience using the service again.

Meanwhile, the public widely chooses online application-based transportation services due to the easy order process. Transportation services have advantages because they are cheaper, more comfortable, and can be said to be safe too. Therefore, in the end, it affects the purchasing decisions of customers using the services of Go-Jek. This study aims to analyze the roles of brand image, brand trust, experiential marketing and perceived price on customer purchase decisions.

2. Theoretical Review and Hypothesis Development

2.1 Brand Image and purchasing decisions

Brand image can be defined as the overall perception of a brand that is formed from an information and experience of the brand. Brands that have a good image will trigger customers to do word of mouth because customers believe (Ismail & Spinelli, 2012). Consumers with a positive brand image of a product or service are likelier to purchase and provide benefits for manufacturers to get to know customers better. Because customers will determine their choice to buy products with a good image and vice versa (Adiwijaya & Tarigan, 2017; Wahyuni & Praninta, 2021). This opinion supports Alhaddad (2015), stating that brand image can increase customer trust and improve brand image, directly or indirectly, which can increase the tendency of customers to make purchases. A significant effect on purchasing decisions was also revealed by Palacio et al. (2020), showing that experiential marketing has a significant effect on purchasing decisions. Fatmawati & Soliha (2017) showed that perceived prices significantly affect purchasing decisions.

Meanwhile, some studies provide different insights. Setiawan et al. (2020) stated that brand trust has no significant effect. Likewise, Kurniadi (2020) states that experiential marketing has no significant effect on purchasing decisions. Also, Cherstiawan (2019) showed that perceived prices do not affect purchasing decisions. Thus, the following hypothesis can be made:

H1: There is a significant influence of brand image on purchasing decisions.

2.2 Brand Trust and purchasing decisions

Brand trust is a feeling of security that a buyer has, concerning a brand that is based on customer thinking, if the brand can be trusted and is responsible for the needs and welfare of customers (Suryani & Rosalina, 2019). This opinion is supported by Firnanda & Asnawati (2017), stating that brand trust can create feelings in a customer if it can meet or satisfy needs and foster a sense of security and trust in a brand. For customers who already have a sense of security and already have confidence in the brand, there is a possibility that customers will make repeat purchases. Therefore, Brand Trust is a purchase sequence marked by fulfilling the desire for the work performance of goods and satisfaction (Wulandari & Nurcahya, 2015). This opinion is supported by Suryani & Rosalina (2019) and Lohonusa & Mandagie (2021), which state that brand trust positively and significantly affects purchasing decisions.

The purchase decision is a customer behaviour process that includes behaviour before, during, and after purchase. Therefore, according to Oscar & Keni (2019), the accuracy of purchases is a consideration carried out by customers when selecting an item before making a purchase. Therefore, purchasing decisions are how individuals, groups and organizations choose, buy, use, and how goods and services, ideas or experiences satisfy their needs and desires, with indicators: the existence of needs (needs), the existence of product-related information, and the existence of comparisons with similar products. Therefore, the following hypothesis can be made:

H2: There is a significant influence of brand trust on purchasing decisions

2.3 Experiential Marketing and purchasing decisions

Experiential Marketing is a sales strategy that provides customers a unique, good and memorable emotional understanding (Ernawati et al., 2016; Suprapti & Suparmi, 2022). Furthermore, this experience forms the emotional benefits provided by the agency in line with customer needs (Chasanah et al., 2018; Arslan et al., 2013). A unique experience can give an impression to customers. Therefore, it will be able to encourage purchase decisions. This opinion is supported by Ernawati et al. (2016) and Anjarsari & Pradana (2021), which state that experiential marketing significantly and positively affects purchasing decisions.

Experiential marketing is a valuable part of selling from the point of view of the experience felt by the customer when buying an item. The customer can feel satisfied (Hasan, 2013; Mansyur, 2021). In the experiential marketing stage, the producer sees the customer as a person who has emotional value, which is a view that requires a relationship between the producer and the customer to get an unforgettable experience from the customer. Chasanah et al. (2018) stated that the translation of experiential marketing is an activity to anticipate, process and achieve customer satisfaction with exchange procedures which are personal events that occur as a response or various stimuli. Thus, the proposed hypotheses include:

H3: There is a significant influence of experiential marketing on purchasing decisions.

2.4 Perceived price and purchasing decisions

Before determining the purchase of an item, customers can compare product prices from one agency to another. The reasonable price of the product can drive the customer's decision to buy the product. According to Wijaya & Sujana (2020), perceived price is a consideration before customers decide to buy a product, whether the price is in accordance with the customer's wishes, which is generally called the perceived price. According to Oscar & Keni (2019), perceived price is the customer's thought of the currency unit that must be submitted in order to get one item and another of the same type.

Perceived price relates to how price information is fully understood by customers and gives deep meaning to them. This opinion is supported by Oscar & Keni (2019) and Cherstiawan (2019), who stated that perceived price is the customer's thought of a unit of currency that must be sacrificed or issued to get one item another the same product. If the customer has a positive perceived price of an item or service that becomes his need or desire, then the customer will make a purchase decision on the goods or service (Chendradewi & Khasanah, 2016). This opinion is supported by Oscar & Keni (2019) and Dzulkharnain (2019), which state that perceived price has a positive and significant effect on purchasing decisions. Thus, the following hypothesis can be made:

H4: There is a significant influence of perceived prices on purchasing decisions.

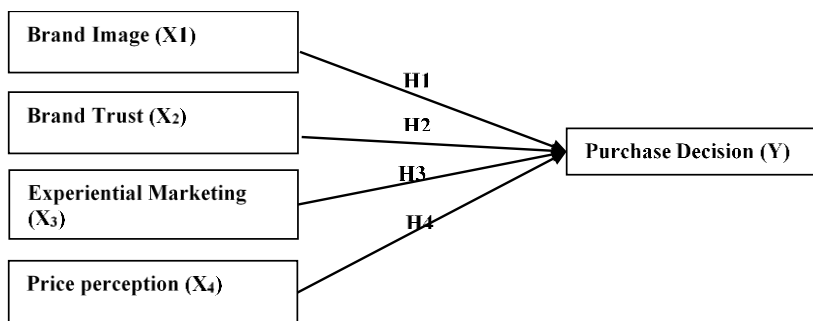


Figure 1. Theoretical model

3. Methods

The population in this study were all Go-Jek customers in Semarang city. The number of samples was calculated using the Lemeshow formula, and the results obtained were the number of samples of 100 respondents. While the research technique used is non-probability sampling using purposive sampling. The criteria are men and women who have used the Go-jek Online application at least once and are at least 17 years old

The types of data used in the observations are primary and secondary data. Research data was obtained through the method of data collection by distributing online questionnaires with a google form, using the method of distributing questionnaires to respondents. At the same time, this study's data analysis used descriptive and inferential analysis. Both analyzes used qualitative and quantitative analysis. Measurement of variables using a Likert scale of 1 to 5, ranging from strongly disagree (scale 1) to strongly agree (scale 5)—measurement of purchasing decisions adopted from Kotler et al. (2018). The brand image was adopted from Low and Lamb (2000). Brand trust was adopted by Firnanda & Asnawati (2017). Experiential Marketing was adopted from Schmitt (1999) in Chasanah et al. (2018). Perceived price was adopted from Tjiptono (2008). Hypothesis testing uses Linear Regression to test the relationship between variables. The tools used are Partial Least Square (PLS) based SEM.

4. Results

Demographic characteristics of respondents using the Gojek application showed that most of them are female (61%), mostly aged 17-25 years (53%) and have high school education (73%). It showed that more women need a Gojek application's facilities, such as a delivery service that can make the users choose a menu that suits their taste and pocket. When they want to travel, all costs can be estimated. The demographic profiles also showed that the respondents mostly have a productive age and a fairly high level of education in purchasing decisions (Figure 2).

The results of the validity test output can be seen in the picture above, and it can be seen that all indicators have met the requirements, which are more significant than 0.70. It is clarified by the outer loading output in the table above showing the validity coefficient value above 0.70, which is indicated by the green coefficient value. There are three criteria for assessing the outer model to assess outer model evaluation, shown in Table 1.

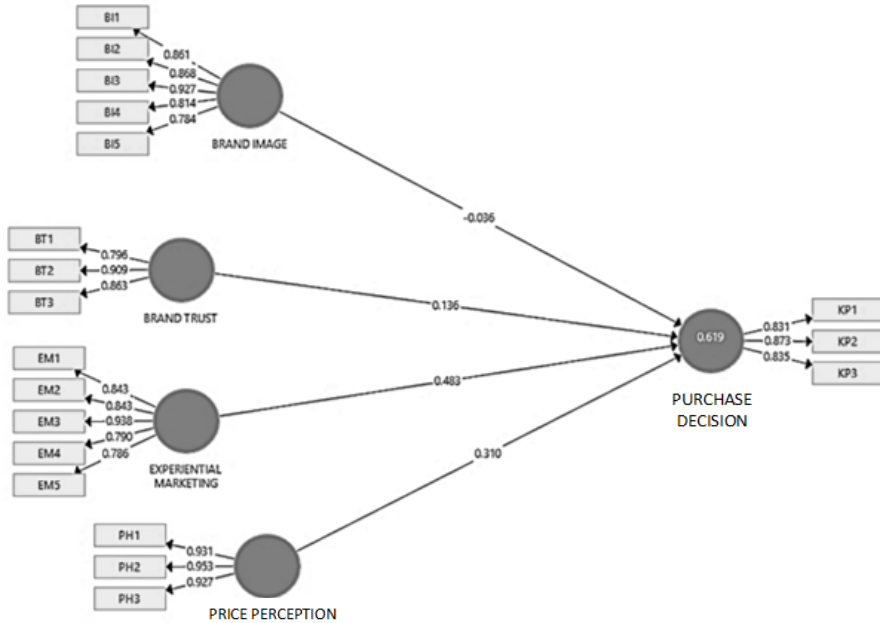


Figure 2. Outer Model

Table 1 shows that each indicator on all variables in this study has an outer loading value above 0.7. Therefore, all indicators on each research variable are declared fit/feasible or valid to be used in this study and can be used for further analysis. While the value of Average Variance Extracted (AVE) for each variable > 0 , thus the results of the above data processing meet convergent validity. The testing of discriminant validity showed that each indicator on the research variable has the largest cross-loading value on the variables it forms compared to the cross-loading value on other variables. It can be stated that the indicators used have good discriminant validity in compiling their respective variables. According to the results of the Fornell Larcker criterion test, each variable has a result greater than the correlation of the variable with other variables, so it meets discriminant validity. The reliability test results with composite reliability above all have Cronbach alpha values of each research variable > 0.7 . It shows that each research variable has met the requirements of the Cronbach alpha value, Therefore, all variables have a high level of reliability. While the value of composite reliability of all research variables > 0.7 . These results indicate that each variable has met composite reliability, so it can be concluded that all variables have a high level of reliability.

Moreover, the inner model evaluation was conducted using Adjusted R^2 and Goodness of Fit. The value of adjusted R-square is 0.619, indicating that the variables of brand image, brand trust, experiential marketing and perceived price highly influence purchasing decisions. It means that the brand image that is already attached to the pattern of the customer's mind plus the brand gives confidence about the quality of the product, supported by the marketing experience that has been experienced by the customer and the perception of the price of the product with the brand in question still within reach, then the customer's decision to buy will be higher it is. At the same time, other variables explain the remaining 38.1%.

Table 1. Evaluation of the outer model

No	Indicator	Convergent Validity		Discriminant Validity		Composite Reliability	
		Outer Loading	Average Variance Extracted	Cross Loading	Fornell Larcker criterion	Cronbach's Alpha	Composite Reliability
1.	Brand Image (X1)		0,726	0,852,		0.905	0.930
	BI1	0.861		0.861			
	BI2	0.868		0.868			
	BI3	0.927		0.927			
	BI4	0.814		0.814			
	BI5	0.784		0.784			
2.	Brand Trust (X2)		0,735	0.857		0.819	0.892
	BT1	0.796		0.796			
	BT2	0.909		0.909			
	BT3	0.863		0.863			
3.	Experiential Marketing (X3)		0,708	0.842		0.896	0.924
	EM1	0.843		0.843			
	EM2	0.843		0.843			
	EM3	0.938		0.938			
	EM4	0.790		0.790			
	EM5	0.786		0.786			
4.	Price Perception (X4)		0,878	0.937		0.931	0.956
	PH1	0.831		0.931			
	PH2	0.873		0.953			
	PH3	0.835		0.927			
5.	Purchase decision (Y)		0,710	0.846		0.802	0.883
	KP1	0.931		0.831			
	KP2	0.953		0.873			
	KP3	0.927		0.835			

Source: Processed data, 2022

The results showed the value of Q-Square (Q², greater than 0 (0.419 >0) to examine the model fit. It indicates that the model has predictive relevance. The NFI value, which is 0.685, where the value is close to 1, is also supported by the SRMR value of 0.082, with a value below 1 meaning that the model in this study can be said to be fit

Table 2. Path Test

	Buying decision
Brand Image	0.036
Brand Trust	0.136
Experiential Marketing	0.483
Perceived Price	0.310

Source: Processed primary data, 2022

Table 2 explains that the influence between brand image and purchasing decisions is negative. The influence of brand image with positive purchasing decisions, although very small or very weak, while the influence of experiential marketing and perceived prices with positive purchasing decisions is quite strong.

Lastly, hypothesis testing is done. The criteria set to examine the acceptance was using the value of T-statistics and the value of *p*-values <0.05. The results of the research hypothesis test are shown in Table 3.

Table 3. Hypothesis Testing Results

	T Statistics (O/STDEV)	P Values
Brand Image → Purchase Decision	0.455	0.649
Brand Trust Purchase → Decision	1.666	0.096
Experiential Marketing → Purchase Decision	4.130	0,000
Perceived price → Purchase Decision	2.425	0.016

Source: Processed primary data, 2022

The results as shown in Table 3 showed the t-test compared to p-value. The results indicated that there is significant effects of experiential marketing, perceived price on purchasing decisions. However, the results revealed insignificant effects of brand image and trust on purchasing decisions.

The influence of brand image on purchasing decisions has a very small negative correlation coefficient (-0.036) with a p-value of $0.649 > 0.05$. It can be concluded that the H_0 hypothesis is rejected, meaning that there is no positive influence. Even the existing effect is the effect of negative with not significant. The public has widely known the Go-jek online brand image as a reliable go-car and go-food transportation at affordable prices and the application is easy to use by anyone. Therefore, the Go-Jek Brand Image is not a variable that drives purchasing decisions but towards needs. The results of this study do not support previous research conducted by Novansa & Ali (2017), which said that there was a positive influence between a brand image on purchasing decisions.

The results support Setiawan et al. (2020) stating that brand trust has no significant effect on purchasing decisions. The effect of brand trust on purchasing decisions has a very small correlation coefficient of 0.136 , a p-value of $0.096, > 0.05$. Thus, the hypothesis is rejected, meaning no significant effect exists.

The effect of experiential marketing on purchasing decisions has a very small and negative correlation coefficient of 0.483 , and p-value of $0.000 < 0.05$. Thus, the hypothesis was accepted, meaning that the effect of experiential marketing on purchasing decisions is significant. According to Ernawati et al. (2016), experiential marketing is a sales strategy that provides customers a unique, good and memorable emotional understanding. This experience is in the emotional benefits the agency provides following customer needs. Chasanah et al., (2018) stated that experiential marketing is an activity to anticipate, manage and achieve customer satisfaction with exchange procedures in the form of personal events that exist into various stimuli. The results of this study support previous research conducted by Anjarsari & Pradana (2021) and Tantowi & Pratomo (2020) which stated that experiential marketing had a positive and significant effect on purchasing decisions.

The effect of perceived price on purchasing decisions has a correlation coefficient of 0.310 , a p-value of $0.016 < 0.05$. Thus, the hypothesis was accepted. It means a positive and significant influence of perceived prices on purchasing decisions. Oscar & Keni (2019) defined perceived price as the customer's opinion of the unit of currency that must be sacrificed or issued in order to get the same item and the same product. The results of this study support Dzulkharnain (2019) and Gunarwati et al. (2020), stating that perceived price has a positive and significant effect on purchasing decisions.

5. Conclusion

The analysis showed that brand image and trust have no significant effects on purchasing decisions. Brand Image has a negative influence on purchasing decisions. In contrast, Brand Trust positively influences purchasing decisions, meaning that both Brand Image and Brand Trust have no significant influence on purchasing decisions. The findings in Experiential Marketing and Perceived price support the understanding that Experiential Marketing and Perceived price positively impact Customer Purchase Decisions.

Experiential Marketing is a strategy that can provide customers with a unique, good and memorable emotional understanding. It confirms that purchasing decisions are influenced by appropriate Experiential Marketing and hits the minds of customers and perceived prices that are in accordance with the benefits obtained by customers. Therefore, it will form emotional benefits in customer purchasing decisions, along with price perception. This is reinforced by the Brand Image and Brand Trust in customers towards Gojek. Paying attention to this will improve customer purchasing decisions on the Go-Jek Application service in the Semarang Region.

The managerial implication of the research is the importance of Brand Image, Brand Trust and Experiential Marketing and the customer's perception of price in customer purchasing decisions is important to note. Brand Image gives a good impression in customers' minds and Brand Trust can increase customer confidence in the guarantee of the Gojek brand. At the same time, Experiential Marketing provides a safe feeling because it can provide a unique, good and memorable emotional understanding to customers. Moreover, suppose it is supported by the perception of prices following the benefits provided. In that case, they will be able to improve customer purchasing decisions on the Gojek Application service in the Semarang Region.

The limitations of the study are the results of the coefficient of determination (r^2) of 60.3%, there are still 39.7%, meaning that purchasing decisions are influenced by other factors not included in this study, such as promotions, discounts, speed of service, which can be used as variables in the following research. In addition, this research method only uses the cross-sectional method and does not consider time lags in the relationship between variables. Therefore, future research uses both approaches in order to provide more managerial evidence for online transportation businesses

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