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RISK PERCEPTION (PERFORMANCE AND PHYSICAL) ON DECISIONS OF USING CONVENTIONAL TRANSPORTATION SERVICES

By

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Abstract

Ojek is one of the conventional transportation that is popular with people in big cities. Eventhough the physical condition of the drivers and the physical condition of the vehicle used is still far below the standard, services consumers still like it. Even sometimes there are drivers who are not polite, do not maintain physical appearance to set a volatile ojek's price. The purpose of this study was to analyze effect of RP-Performance of conventional transportation (ojek); to analyze effect of RP-Physical of conventional transportation (ojek); and to analyze effect of risk perception (RP-Performance and RP-Physical) for taking decision on using service of conventional transportation (ojek). The data were collected from 384 respondents who has ever used conventional transportation for one years by using Quota Sampling method. The result of the study showed that (1) RP-Performance conventional transportation is negative and significant impact for taking decision; (2) RP-Physical conventional transportation is negative and significant impact for taking decision; and (3) Risk perception (RP-Performance and RP-Physical) conventional transportation are simultaneously have significant for taking decision. The value of adjusted R Square indicators was 25.7%.

Jel Classification:

D83; D83; L62

Keywords: RP-Performance; RP-Physical; ojek

INTRODUCTION

A person's tendency to rely on instincts that he/she has to ultimately consider whether something will be at risk or not for himself. There are many factors that are considered by a consumer, that are the level of involvement the purchase price of a product/service to the previous experience when buying a product/service (Sumarwan, 2011). Risk perception (risk perception) here produces a moderating effect for each consumer. This is caused by the instincts that exist in every consumer and there is a tendency to avoid an error even if a little. In fact, the higher the risk perception of a product/service, the consumer will find out what information is attached to the product/service, starting from the composition of the product, product quality, authenticity of the product/service to the security of the product/service itself. Then Gunawan, et al (2007) explained that the definition of RP-Performance Risk is the risk associated with the reality of the performance of the product/service purchased whether it is appropriate or not with what was previously imagined (expectations). While RP-Physical Risk is a risk that threatens the physical condition of consumers and security for the purchase of products/services that have been purchased.

Putri, et al. (2013) stated that research on risk perception was generally related to the risk of purchasing products online, adopting new products, and booking airline tickets through the internet. Research on risk perceptions of decisions on using service is rarely examined whether land transportation (public transportation (angkot), taxi, motorcycle taxi (ojek)); sea transportation (ship) and air transportation (airline / aircraft).

Conventional transportation in the form of ojek is quite a lot in number for public transportation in Padang besides public transportation (angkot) and city buses. The existence of ojek is favored by the people in

Padang because it is considered to be more efficient in terms of time because there are not as many as passengers and city buses that sometimes waited for passengers to full. The physical and the appearance of ojek drivers and the vehicles used do not all look good (good looking). However, consumers still choose it because there is no other choice. Compared to public transportation and city buses, ojek is still popular with the people in Padang. Performance Risk and Physical Risk, this is what consumers considered.

Unlike the case with conventional transportation, online transportation such as PT. Gojek Indonesia (Go-Jek) since its inception in 2011, has become an online ojek transportation service provider company. The service facilities provided are also diverse, including Go-ride and Go-car facilities that are used as a service to pick-up and drop passengers, Go-send facility as a goods-delivery service, Go-food facility as a food-delivery service and Go-shop facilities as a service shop.

Go-Jek itself began to operate in Padang around mid-2017. The beginning existence of Go-Jek brought pros and cons to the people of Padang City. For common people, the presence of Go-Jek is considered to help their daily life. Starting from the Go-ride and Go-car facilities which are considered effective in delivering passengers effectively. The reason is caused by the easiness in making an order using the android mobile application. However, it is different from ojek. They considered the presence of this online transportation to threaten their existence. They thought their income had decreased since the existence of this online transportation in Padang. Like the research conducted by Anwar (2017), which revealed that the presence of online transportation made it easier for consumers while for conventional transportation drivers, online transportation was considered as illegal

transportation and as a usurper of their livelihood.

The climax was that there were two demonstrations (mass strikes) by angkot drivers, on 28 August 2017 and 20 September 2017. One of the coordinators of hundreds of angkot drivers demanded that online transportation be closed, because since this online transportation their income had been down to 75%. (Harianhaluan.com). The Head of the West Sumatra Transportation Office, Mr. Amran explained, the closure of the office was carried out because it was related to the permit for Go-Jek operational activities in Padang. However, Mr. Amran claimed that he was not authorized to close the Go-Jek application, which was a demand point for angkot drivers (national.republika.co.id).

Research by Kunze and Mai (2007); Pi and Sangruang (2011); and Putri, et al. (2013) both produced that time risk and performance risk influenced consumer purchasing decisions while Wulandari and Purnamawati (2013) were only influenced performance risk. Kunze and Mai (2007) about the adoption of music download services showed that performance risk and time risk affected respondents in adopting music downloads. Social risk, psychological risk, physical risk and financial risk did not affect respondents in the adoption of music downloads. Then, Pi and Sangruang (2011) about perceptions of online shopping risk showed that time / convenience risk, physical risk, performance risk, and social risk were the most influential risks when shopping via the internet. Psychological risk and financial risk did not affect respondents shopping through the internet. Then Putri, et al. (2013) about risk perceptions using Garuda Indonesia showed that time risk and performance risk affected respondents in using Garuda Indonesia services. Finally, Wulandari and Purnamawati (2013) about perceptions of the risk of using a motorcycle

which showed that only performance risk affected purchasing decisions.

Research by Cunningham et al. (2005) and Hirunyawipada and Paswan (2006) both produced that social risk and physical risk influenced consumer purchasing decisions while Gunawan, et al. (2017) only social risk. Cunningham et al. (2005) conducted research on booking airline tickets over the internet and traditionally. The results showed that performance risk, physical risk, social risk, and financial risk were risky in the customer purchasing process. Psychological risk and time risk did not affect the ticket booking process via the internet. Meanwhile, Hirunyawipada and Paswan (2006) about the adoption of new products showed that social risk and physical risk affected respondents in the adoption of new products. Time risk, performance risk, psychological risk, and financial risk did not influence the adoption of new products. Even financial risk was negative in the adoption of new products. Finally, Gunawan, et al. (2017) about the perception of the risk of buying Airbnb showed that only social risk had an influence on purchasing decisions.

For this reason, the researchers were interested in conducting the research on risk perception, that were RP-Performance and RP-Physical. The purpose of this study was to analyze the RP-Performance and RP-Physical on making decision to use conventional transportation in Padang.

METHODS

The type of data used in this study are primary data and secondary data. Primary data were obtained through discussions and direct interviews guided by questionnaires. Secondary data were obtained from various literature sources that were considered relevant to the research.

Data collection techniques in this study were carried out using Quota Sampling with direct interview methods to respondents with questionnaire aids. Criteria for prospective

respondents as an example in this survey were the users of conventional transportation services, that was ojek at least once and were over 17 years old. The operational definitions of each variable used in this study are as follows:

1) Independent variable (X)

According to Sarwono (2012), an independent variable is a variable whose variables are measured, manipulated, or chosen by researchers to determine its relationship with an observed

symptom. The independent variables in this study are RP-Performance (X₁) and RP-Physical (X₂).

2) Dependent variable (Y)

The dependent variable is the variable that gives a reaction or response if it is associated with an independent variable. The dependent variable in this study was the purchasing decision (Y).

The complete data is explained in table 1. below.

Table 1. Definition of Operational Variables

Variable	Sub-Variabel	Operational Definition	Indicator
RP / Risk Perception (X)	Performance Risk (X ₁)	<i>Performance Risk</i> is risks related to appearance, friendliness, to driver driving performance (Gunawan <i>et al</i> , 2017; Sumarwan, 2011; Kotler and Keller, 2009)	1. Driver's appearance 2. Driver's hospitality 3. Driver driving performance (sources: Kunze dan Mai (2007); Pi dan Sangruang (2011); Wulandari and Purnamawati (2013); Putri, <i>et al</i> . (2013); and Gunawan, <i>et al</i> . (2017))
	Physical Risk (X ₂)	<i>Physical Risk</i> is a risk related to the technical standards of vehicle operations, passenger safety to the possibility of "begal" or robbery (Gunawan <i>et al</i> , 2017; Sumarwan, 2011; Kotler and Keller, 2009)	1. Technical standards for the operation of the vehicle being carried; 2. passenger safety 3. The threat of "begal" and robbery (sources: Cunningham <i>et al</i> . (2005); Hirunyawipada and Paswan (2006); Wulandari and Purnamawati (2013); Putri, <i>et al</i> . (2013); Gunawan, <i>et al</i> . (2017))
Purchase Decision (Y)		Purchasing decisions are final consumer purchasing decisions that include the interest in repurchasing to recommending the product / service to others (Kotler and Keller, 2009)	1. Repurchase Interest 2. Recommendation (sources: Cunningham <i>et al</i> . (2005); Hirunyawipada and Paswan (2006); Kunze and Mai (2007); Pi and Sangruang (2011); Wulandari and Purnamawati (2013); Putri, <i>et al</i> . (2013); and Gunawan, <i>et al</i> . (2017))

Modes of transportation here included conventional transportation and online transportation. This study only examined the effect of *RP-Performance* and *RP-Physical* service users in taking decision, that was

ojek. Next in Figure 1 the conceptual framework is presented as follows.

The existence of several problems in electronic payment that cannot be separated in relation to e-commerce become the basis

of researchers in choosing this research topic. In addition, Indonesia is one of the countries with the largest e-commerce market in Asia,

this is also the reasons why researchers choose case studies in Indonesia.

Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Characteristics of Respondents

Demographic data includes gender, age, occupation, last education and expenditure on transportation. The complete data is explained in table 2.

Table 2. Distribution of respondents by demographics

No.	Demographics	Number of respondents (people)	Percentage (%)
1	Gender		
	Male	282	73.4
	Female	102	26.6
	Total	384	100
2	Age		
	< 25 years-old	310	80.7
	25 – 35 years-old	60	15.6
	36 – 45 years-old	8	2.1
	46 – 55 years-old	5	1.3
	≥ 56 years-old	1	0.2
	Total	384	100
3	Occupation		
	Student	34	8.9
	College student	222	57.8
	Entrepreneur	21	5.5
	BUMN employees	20	5.2
	Private employess	39	10.2

	Housewife	17	4.4
	ASN (Government employees)	4	1.0
	Teacher / Lecturer	10	2.6
	Army / Police	3	0.8
	Others (farmer, laborer, handyman)	14	3.6
	Total	384	100
4	Last education		
	SMP (Junior High School)	18	4.7
	SMA (Senior High School)	258	67.2
	D3(Associate)	25	6.5
	S1(Bachelor)	67	17.4
	S2 (Magistered)	5	1.3
	S3 (Doctor)	0	0
	Other (dropped out of school)	11	2.9
	Total	384	100
5	Transportation expenses		
	≤ Rp 50.000	140	36.5
	Rp 50.001 – Rp 75.000	88	22.9
	Rp 75.001 – Rp 100.000	57	14.8
	Rp 100.001 – Rp 125.000	30	7.8
	Rp 125.001 – Rp 150.000	20	5.2
	Rp 150.001 – Rp 175.000	10	2.6
	Rp 175.001 – Rp 200.000	18	4.7
	≥ Rp 200.001	21	5.5
	Total	384	100

Classic assumption test

Normality test

Normality test in the regression model is used to test whether the residual values generated from the regression are normally

distributed or not. A good regression model is one that has a normally distributed residual value. In this study, the normality test is as follows :

Figure 2. Normality Test

Based on the curve analysis, it can be seen that the data was spread around the diagram and followed the regression model

so that it can be concluded that the data processed was normally distributed data so that the normality test is met.

Multicollinearity Test

According to Ghozali (2011), multicollinearity test aimed to test whether the regression model found a correlation between independent variables. A good regression model should not become a correlation between independent variables. If there was a correlation between independent variables, then there was a multicollinearity problem in the regression model. To see the presence or absence of multicollinearity in

this regression model can be seen from the value of tolerance and Variance Inflation Factor (VIF). If the tolerance value $\geq 0,1$ and VIF value ≤ 10 , then there is no multicollinearity, and vice versa if the tolerance value ≤ 0.1 and VIF value ≥ 10 then there is multicollinearity between independent variables in the regression model. For analysis with SPSS we see the outputs in table 3 below:

Table 3. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
Constant	5.429	.177		4.576	.000		
<i>Performance</i>	-.131	.052	-.193	-2.491	.014	.907	1.103
<i>Physical</i>	-.129	.059	-.175	-2.177	.031	.844	1.185

From the results of the output data it was found that the values of all VIF values < 10 meant that there was no multicollinearity. And concluded that the classical assumption test was fulfilled.

Heteroscedasticity Test

According to Ghozali (2011), the heteroscedasticity test aimed to find out

whether in the regression model there was an unequal variance from the residuals of one observation to another. If the variance from one observation residual to another observation was fixed, then it was called homokedasticity and if heterokedasticity was different. To detect and analyze the data can be seen in the image "Scatterplot" in the output data as shown below:

Figure 3. Heteroscedasticity Test

From Figure 3. above it can be seen that there was no heteroscedasticity because there was no clear pattern and the points spread above and below the number 0 on the Y axis. So it can be said that the classical assumption test was fulfilled.

Descriptive Analysis

To find out how respondents' perceptions of performance, physical and purchasing decisions can be described through descriptive analysis. In this research the resulting descriptive analysis is as follows:

Table 4. Descriptive Analysis of Conventional Transportation

Statement	Mean	TCR (%)	Information
PERFORMANCE			
I still choose conventional transportation (<i>ojek</i>) even though the drivers look sloppy	2.34	60.89	Enough
I still choose conventional transportation (<i>ojek</i>) even though the driver is not friendly	2.06	53.71	Enough
I still choose conventional transportation (<i>ojek</i>) even though the driver is reckless when driving	1.71	44.62	Enough
PHYSICAL			
I still choose conventional transportation (<i>ojek</i>) even though the vehicle used does not meet the standards	1.91	49.70	Enough
I still choose conventional transportation (<i>ojek</i>) even though my safety is threatened	1.78	46.45	Enough
I still choose conventional transportation (<i>ojek</i>) despite the threat of "begal" and robbery	1.76	45.84	Enough
PURCHASING DECISION			
I will continue to use conventional transportation (<i>ojek</i>) again	3.22	83.75	Very good
I would recommend conventional transportation (<i>ojek</i>) to others	3.12	81.24	Very good

In this study it was found that the Performance variable of the 3 (three) statements answered sufficiently, with the highest value of the statement "I still choose conventional transportation (*ojek*) even though the drivers looked sloppy" with a score of 60.89% respondent achievements. While the lowest statement was the statement "I still choose conventional transportation (*ojek*) even though the driver was reckless in driving" with the value of the respondent's achievement level of 44.62%.

In the Physical variable of the 3 (three) statements answered sufficiently, with the highest value that was the statement "I still choose conventional transportation (*ojek*) even though the vehicle used did not meet the standards" with the respondent's achievement level value of 49.70%. While the lowest

statement was the statement "I still choose conventional transportation (*ojek*) despite the threat of "begal" and robbery" with a value of 45.84% level of respondents' achievements.

On the Purchase Decision variable of the 2 (two) statements answered very well that was the statement "I will continue to use conventional transportation (*ojek*) again" with the value of the level of achievement of respondents 83.75%. While the lowest statement was the statement "I would recommend conventional transportation (*ojek*) to other people" with a score of 81.24% achievement rate.

Multiple Linear Regression Analysis

Regression analysis is used to find out how much influence the independent variable has on the dependent variable. In this research, multiple linear regression analysis

is as follows: From the results of the output data it was found that the values of all VIF values <10 meant that there was no

multicollinearity. And concluded that the classical assumption test was fulfilled.

Table 5. Conventional Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
Constant	5.429	.177		4.576	.000		
<i>Performance</i>	-.131	.052	-.193	-2.491	.014	.907	1.103
<i>Physical</i>	-.129	.059	-.175	-2.177	.031	.844	1.185

Based on Table 5, obtained the multiple linear regression analysis as follows :

$$Y = 5.429 - 0.131 X_1 - 0.129 X_2$$

From this equation it can be explained that:

- 1) The constant was positive at 5.429. This showed that if there were no physical and performance variables, the decision to use *ojek* services is fixed at 5.429.
- 2) Performance coefficient (X_1) is negative, that is 0.131 and the significance value is 0.014 <0.05. This showed that if the performance increased by one-unit, the decision to use *ojek* (Y) services would decrease by 0.131 or 13.1% with the assumption that physical remained.

- 3) Physical coefficient (X_2) was negative, that was 0.129 and the significance value was 0.031 <0.05. This showed that if the physical increased by one-unit, the decision to use *ojek* (Y) services would decrease by 0.129 or 12.9% with the assumption of fixed performance.

Hypothesis test

Partial Test (t test)

According to Sugiyono (2014), the t test was used to find out each contribution of the independent variable partially to the dependent variable, using the test of each independent variable regression coefficient whether it had a significant effect on the dependent variable or not In this study the t test is as follows:

Table 6. Conventional Transportation t Tests

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
Constant	5.429	.177		4.576	.000		
<i>Performance</i>	-.131	.052	-.193	-2.491	.014	.907	1.103
<i>Physical</i>	-.129	.059	-.175	-2.177	.031	.844	1.185

Based on Table 6., the t test can be interpreted as follows :

1. The effect of *RP-Performance* on purchasing decisions hypothesis testing results *RP-Performance* (X_1) partially showed t count of -2.491 smaller than t table of -1.978 with a significance of 0.014 smaller than 0.05 which meant that the hypothesis in this study rejected H_0 and

accept H_a . Then it can be concluded that the H_1 hypothesis "*RP-Performance* (X_1) had a significant negative effect on purchasing decisions".

2. The effect of *RP-Physical* on purchasing decisions hypothesis testing results *RP-Physical* (X_2) partially showed t-count of -2.177 was smaller than t table of -1.978 with a significance of 0.031 less than 0.05

which meant that the hypothesis in this study rejected H_0 and accept H_a . Then it could be concluded that the H_2 hypothesis "*RP-Physical* (X_2) had a significant negative effect on purchasing decisions".

Simultaneous Test (F Test)

Sugiyono (2014), stated that the F test was used to determine whether the simultaneous coefficient of the independent variable had a real effect or not on the dependent variable. In this study the F test is as follows:

Table 7. Conventional Transportation F Test

Model	Sum of Squares	Df	Mean Squares	F.	Sig.
Regression	332.441	9	10.088	38.403	.000
Residual	322.207	374	.085		
Total	682.648	383			

The results of testing the *RP-Performance* and *RP-Physical* hypotheses on purchasing decisions showed a calculated F value of 38,403 with a significance level of 0,000. The significance level was less than 0.05, which meant that the hypothesis in this study rejected H_0 and accepted H_a . Thus it can mean that the hypothesis "*RP-Performance* and *RP-Physical* had a significant influence on purchasing decisions".

Coefficient of Determination (R^2)

According to Ghazali (2011), the coefficient of determination (R^2) basically

measured how far the model's ability to explain variations in the dependent variable. The coefficient of determination was between zero and one. A small R^2 value meant that the ability of the independent variables to explain the dependent variable was very limited. A value closed to one meant that the independent variables provided almost all the information needed to predict the variation of the dependent variable. In this study the coefficient of determination of the *RP-Performance* and *RP-Physical* tests on purchasing decisions is as follows:

Table 8. Conventional Transportation Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.538a	.290	.257	.23800	.290	8.903	9	374	.000	1.652

a. Predictors: (Constant), *Performance*, *Physical*

b. Dependent Variable: Purchasing decision

From Table 8. it showed that the influence of *RP-Performance* and *RP-Physical* on purchasing decisions was 0.257 or 25.7% while the remaining 74.3% was influenced by other variables not examined in this study.

From the results that have been processed using SPSS, it can be explained the use of conventional transportation as follows:

1. The effect of *RP-Performance* on purchasing decisions based on the results of hypothesis testing

RP-Performance variable shows the t value of -2.491 is smaller than t table of -1.978 and the significance level of 0.014 is smaller than 0.05. Then it can be concluded that "*RP-Performance* (X_1) has a negative and significant effect on purchasing decisions". This means that consumers who have consumed products or services that have been given tend to choose or decide on a product or service depending on performance so that it will have a negative impact on purchasing decisions. The results

of this study contradict the research conducted by Kunze and Mai (2007); Pi and Sangruang (2011); Wulandari and Purnamawati (2013); and Putri, *et al.* (2013) where the result of regression coefficient is positive. However, contrary to research conducted by Gunawan, *et al.* (2017).

2. The effect of RP-Physical on purchasing decisions based on the results of hypothesis testing

The variable RP-Physical (X_2) shows the t value of -2.177 is smaller than t table of -1.978 and the significance level of 0.031 is smaller than 0.05. Then it can be concluded that "RP-Physical (X_2) has a negative and significant effect on purchasing decisions". This means that consumers who have consumed products or services that have been given tend to choose or decide on a product or service depending on the physical vehicle and the existing environmental situation so that it will have a negative impact on purchasing decisions. The results of this study contradict the research conducted by Cunningham *et al.* (2005); Hirunyawipada and Paswan (2006); Wulandari and Purnamawati (2013); and Putri, *et al.* (2013) where the result of regression coefficient is positive. However, contrary to research conducted by Gunawan, *et al.* (2017).

3. Overall Effect of Risk Perception (RP) on purchasing decisions

The results of the F test (simultaneously) *RP-Performance* and *RP-Physical* on purchasing decisions amounted to 0.257 or 25.7%. This shows that *RP-Performance* and *RP-Physical* are able to explain their effect on purchasing decisions by 25.7%, while the remaining 74.3% is influenced by other factors.

CONCLUSION

The first hypothesis was accepted, where the results of the study indicate that *RP-Performance* partially has a negative and

significant effect on purchasing decisions. So it can be concluded that consumers who have consumed products or services that have been given tend to choose or decide on a product or service depending on performance so that it will have a negative impact on purchasing decisions.

The second hypothesis was accepted, where the results of the study show that *RP-Physical* partially has a negative and significant effect on purchasing decisions. So it can be concluded that consumers who have consumed products or services that have been given tend to choose or decide on a product or service depending on the physical vehicle and the existing environmental situation that will have a negative impact on purchasing decisions.

The third hypothesis was accepted, where the results of the study show that *RP-Performance* and *RP-Physical* can simultaneously explain their effect on purchasing decisions by 25.7%. So it can be concluded that the *RP-Performance* and *RP-Physical* are able to explain its effect on purchasing decisions by 25.7%.

RECOMMENDATION

Each driver is more concerned with performance risks and the physical risks of drivers and vehicles used in serving consumers. These conventional "ojek" drivers usually stand alone (not partners) and no one controls them routinely. Controlling of driver and vehicle performance should come from the driver himself. This needs to be done if conventional transportation does not want to be abandoned by consumers and switch to online transportation.

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