The Effect of Internet Advertising and UTAUT2 models on The Use of Gojek Applications in the Covid-19 Pandemic Period in Jabodetabek Area

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Abstract

The purpose of this study is to test the impact of internet advertising and the UTAUT2 model on the use of Gojek application during the COVID-19 pandemic in the JABODETABEK region. The study was done by convenience sampling technique with 165 respondents. Respondents are users of Gojek applications that live in the Jabodetabek area. Based on this study, we found that: (1) Internet advertising, effort expectancy, hedonic motivation, and price value have a positive impact and are insignificant on the use of Gojek application during the COVID-19 pandemic. (2) performance expectancy, social influence, habit, and experience positively and significantly impact the use of the Gojek application during the COVID-19 pandemic. (3) The facilitating condition has a negative impact and significant impact on the Gojek application during the COVID-19 pandemic. The results of the research are expected to assist the development of similar research, especially in the application of the UTAUT2 model. Modification of the application of the UTAUT2 model by adding other variables related to the context of the subject being studied is expected to be carried out in the future.

Keywords:
Internet Advertising, UTAUT2, and Use Behavior

1. Introduction

Transportations make humans easy to carry out daily activities, especially in terms of mobility. With the help of transportation, we can go from one place to another quickly and with less effort. Unfortunately, not everyone has a private vehicle today. The number of motorized vehicles grows yearly, as reported by Central Statistics Agency (Badan Pusat Statistik, 2020). From table 1, the composition of vehicle type is still consistent, year by year. The motorbike has dominated its share from 2017 up to 2019. It shows in table 1, each type of vehicle growth was a decline from 2017-2018 to 2018-2019 for each type of vehicle. Along with the development of the times, there have been many technology-based innovations. Karya Anak Bangsa develop an online transportation application call Gojek. This innovation appeared at that time, of course, supported by existing opportunities. Apart from the need for transportation, other supporting factors are the rapid use of connected cell phones (Smartphones), internet use, and use of social media in the community, as shown in Figure 1.

Table 1. Share and Growth of Vehicle in Indonesia 2017 - 2019

Types of Vehicle	Share			Growth	
	2017	2018	2019	2017 -2018	2018 -2019
Passanger car	11,75	11,72	11,67	6,17	5,14
Bus	0,18	0,18	0,17	4,46	3,90
Freight cars	3,82	3,79	3,76	5,65	4,68
Motorbike	84,26	84,31	84,40	6,44	5,73
total (millions/percentage)	118.922.708	126.508.776	133.617.012	100,00	100,00

Source: BPS, 2020

Gojek seeks to attract the public through online advertising tools such as the internet and social media. Currently, the number of connected cellphone users, internet, and social media users can be more than in previous years. As an online transportation service provider, Gojek has also helped many parties in their business activities. Both partners (Drivers, micro, small and medium enterprises) and for the application service users. Gojek contribution is also explained by a survey conducted by the Demographic Institute of the Faculty of Economics and Business, Universitas Indonesia in Kompas (2018).

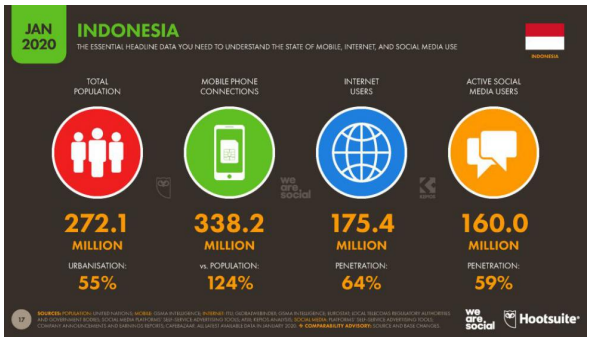

Figure 1. Indonesian Digital Report 2020
Source: DataReportal.com

The survey results said that Gojek's on-demand service effectively reduced unemployment. Gojek is also considered to expand job opportunities for the community. Gojek provides complete services to its application users. It can be proven by the complete application features that can help people carry out their daily activities, not only in transportation activities. Figure 2 describes the various features contained in the application.

Figure 2. In-App Features
Source: www.gojek.com

With the various features in the Gojek application, we can easily carry out daily activities ranging from shopping for living necessities, ordering food, accessing the latest news, entertainment, payments and features that include transportation and logistics. These activities can be done by simply pressing the screen on the smartphone and only through one application.

However, as one of the best and most trusted online transportation service providers today, Gojek still has challenges and threats, from the emergence of new competitors to the COVID-19 pandemic, which is currently an issue globally in Indonesia. Reporting from the online news website DetikFinance (2020) said that "Active Gojek users decreased by around 14% from the weekly average on March 13, 2020, of around 3.2 million users, to only 2.5 million users on March 26, 2020. Meanwhile, Grab decreased by 16% from an average of around 2.5 million active users to only 2 million active users on March 26, 2020 ". Based on the following quote, it can be seen that the percentage of decline experienced by Grab is much greater than the percentage decline experienced by Gojek. According to the Unified Theory of Acceptance and Use of Technology (UTAUT2) in Venkatesh et al. (2012), seven things influence behavioural intention to use technology: performance expectations, effort expectations, social influence, and facilitation conditions, hedonic motivation, price values, and habits.

Even though Gojek is still active in advertising online in the current challenging conditions, some content is made in connection with a hotly discussed issue, namely Corona. The ultimate goal of advertising is to convince the audience that Gojek is the right choice in current conditions. Gojek also tries to ensure that the services it provides are by existing health protocols. This of course has to do with the theory of perception. According to Pride & Ferrel in Suryani et al. (2019), perception is the process of selecting, organizing and interpreting information input, sensations received through sight, feeling, hearing, smell and touch, to produce meaning.

1.1 Objectives

Based on the above background, this study wants to know the influence of internet advertising and the UTAUT2 model on the use of the Gojek application during the Covid-19 Pandemic period in the JABODETABEK Area.

2. Literature Review

2.1. Internet Advertising

Advertising is an activity carried out by companies to increase demand for products/services. According to Kotler in Natalia and Mulyana (2014) that advertising is all forms of non-personal presentation and promotion of ideas, goods or services by a certain sponsor that requires payment. Advertising is also defined as a paid and mediated form of communication from an identifiable source, designed to persuade recipients to take action, now or in the future Belch et al. (2020). Along with the development of technology, marketing activities also change. Now advertising can be done through internet media or commonly known as internet advertising / online advertising. "Online advertising is paid messaging on Web sites, online services, or other interactive media" Laudon and Traver (2016). According to Schlosser and Shavin in Hariningsih (2013), the definition of internet advertising is all forms of commercial content on the internet designed by marketers to inform consumers about products and services.

2.2. UTAUT Model2

In Venkatesh et al. (2012), a model called UTAUT2 (Unified Theory of Acceptance and Use of Technology). UTAUT2 is a continuation and development of previous journals, namely the UTAUT model of Venkatesh et al. (2003). In this journal, it is explained that seven things influence consumer behaviour in the use of technology, namely:

1) Performance expectancy: defined as a measure in which a person believes that using the system will help him achieve benefits in doing a job.
2) Effort expectancy: is defined as a measure in which a person believes that using the system will help him complete work more quickly so that he does not need to spend much energy.
3) Social influence: is defined as the extent to which an individual considers the importance of other people's beliefs to use the new system.
4) Facilitating conditions: defined as the degree to which a person believes that the organization and technical infrastructure are available to support the use of the system.
5) Hedonic motivation: is defined as the pleasure obtained from using technology, and hedonic motivation has played an essential role in its acceptance and use.
6) Price value: the value of the price is a good factor in influencing the use of technology; the imposition of fees that are too large/unreasonable can hinder the intention of consumers to use technology.
7) Habit and experience: the experiences and habits of consumers in using technology give rise to a kind of automation in the use of technology.

2.3. Use Behavior

The use of technology/applications can be explained through TPB (Theory Plan Behavior). According to Skinner (1993) in Prakoso and Fatah (2017) "Behavior is a response from oneself to an object or objects around it". According to Jogiyanto (2007) in Doni (2017) "Behavior is a real action or activity that is carried out because the individual has the desire to do something certain". (Notoatmodjo, 2003) in Nofri & Hafifah (2018) also defines behaviour as an activity and activity of the organism in question, both activities that can be observed or that cannot be observed by others. Humans behave or do activities because of the need to achieve a goal. With the need, there will be motivation or a driving force. So that the individual will be active to achieve goals and experience satisfaction. "Consumer behaviour is the study of how individuals, groups and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants" Kotler and Keller (2012).

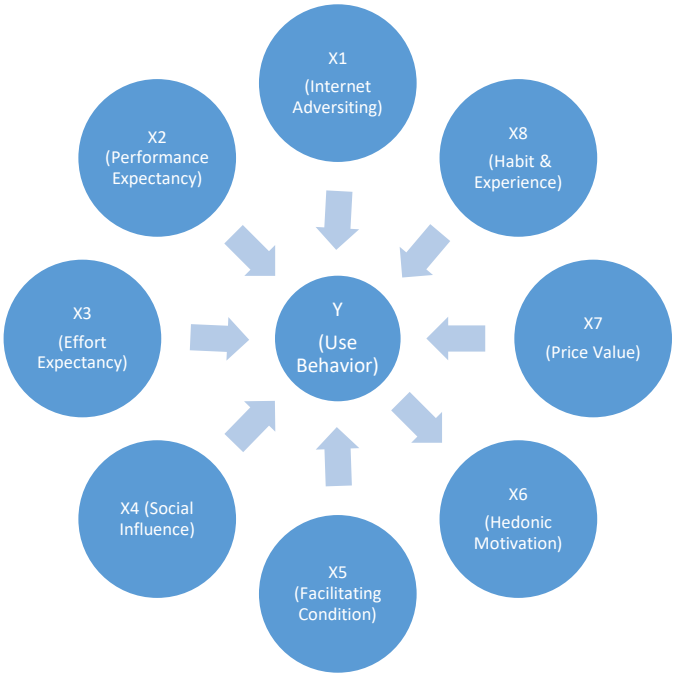

Figure 3. Conceptual Framework
Source: Author, 2021

From Figure 3, we state some hypotheses as follows:

- H1: Internet advertising positively affects the use of the Gojek online transportation application during the pandemic.
- H2: Performance expectancy positively affects the use of the Gojek online transportation application during the pandemic.
- H3: Effort expectancy has a positive effect on the use of the Gojek online transportation application during the pandemic
- H4: Social influence has a positive effect on the use of the Gojek online transportation application during the pandemic
- H5: Facilitating conditions positively affect the use of the Gojek online transportation application during the pandemic.
- H6: Hedonic motivation positively affects the use of the Gojek transportation application during the pandemic.
- H7: Price value has a positive effect on the use of the Gojek online transportation application during the pandemic
- H8: Habit and experience positively affect the use of the Gojek online transportation application during the pandemic.

3. Methods

3.1. Population and Sample

The total population residing in the JABODETABEK area is 29,116,662. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher for analysis and conclusions drawn later (Sugiyono, 2010) in Sahetapy (2013) relating to the population. The sample used in this study consists of people living in the JABODETABEK area and those who have had experience in using Gojek services or who are still using Gojek services to date during the corona pandemic. Based on the following sample selection, the sampling technique used is convenience sampling. According to Hair et al. in Fandi (2019), determining the minimum sample can be done using the formula: number of statement indicators x 5 = 29x5 = 145. From the minimum sample size that must be met, the number of samples collected in this study was 165 respondents.

3.2. Operational Variables

The operational variable in this study consists of two types of variables, namely the independent variable (X) and the dependent variable (Y). Table 2, is the variables and indicators used in this study:

Table 2: Operational Variables

Variabel and Indicators	Variabel and Indicators
X1: Internet advertising (Haryani, 2019) -Informative (contains valuable information) -Persuasive -Educative	X5: Facilitating condition (Haris et al., 2019) -The connection/network/signal of an area is good -use smartphone -Tutorials for using the application
X2: Performance expectancy (Haris et al., 2019) - Perception of utilization -Easy to get information -Improve effectiveness -Increasing Productivity	X6: Hedonic motivation (Venkatesh et al, 2012) -Fun Gojek application -The Gojek application is convenient -The Gojek application is entertaining
X3: Effort expectancy (Ismarmiaty & Etmy, 2018) -Ease of use -Ease of interaction - Ease of learning - Ease of becoming proficient	X7: Price value (Venkatesh et al, 2012) -Affordability of prices -The suitability of price with product quality - Price compatibility with benefits
X4: Social influence (Venkatesh et al, 2012) -Effect those closest to you who think it is essential to use the application -Suggest the closest people use the application -The influence of someone whose opinion is valued	X8: Habit & experience (Venkatesh et al, 2012) -Long experience in using the application -Must use the application - Habits in using applications
	Y: Use behaviour (Nuriska et al., 2018) -Use the application anytime and anywhere -Intensity of use of the application -Using the application for various purposes

Source: Author, 2021

3.3. Data analysis technique

According to Abdillah and Hartono (2015), PLS is a part or alternative of Structural Equation Modeling (SEM). In this study, researchers used the Smart PLS application in analyzing data, and there were two types of variables used, namely the independent variable (X) and the dependent variable (Y).

Outer Model

The outer model details the relationship between the latent variables and their indicators. The following tests were carried out on the outer model.

Convergent Validity. Convergent validity testing can be observed from the loading factor / outer loading value for each indicator. The value of loading factor / outer loading shows how big the relationship/correlation between

variables. In this study, the standard used was 0.7. If the number is below 0.7, the data is invalid (Hair et al. 2017). When the data is invalid, it is to delete the part that is still below the standard.

AVE (Average Variance Extracted)
AVE is a test to assess the validity of a constructed variable. The way to do this test is by clicking on the Construct Reliability and Validity section. If the data is still> 0.5, it is said to be invalid. Conversely, it is said to be valid if the number shows <0.5 (Hair et al., 2017).

Discriminant Validity. It does this by comparing cross-loading. The intended Cross Loading value must be greater than the value with other constructs.

Composite Reliability. Reliability testing by seeing whether the value/number is greater or less than 0.7. If it is said to have a value <0.7 (greater), the reliability value is high.

Cronbach Alpha. Cronbach Alpha strengthens the reliability test if the Cronbach alpha value is also greater than 0.7. Hair et al (2017)

Inner model. The inner Model test is conducted to test whether the structural model built is correct and accurate or not. Several analyzes must be done in this Inner model. They started from the analysis of R^2 and the path coefficient. In this study, the criteria for T.Statistik states that it is significant if the T. of statistics is above 1.96. If the number is below 1.96, then it is declared influential but not significant. Then the other important thing T. statistics is tested using the accurate level $\alpha = 0.05$

4. Data Collection

In this study, researchers used primary and secondary data. Primary data was obtained by distributing questionnaires. According to (Sugiyono, 2017) the questionnaire will be distributed on social media in the form of a google link and used as a source of research data. In this questionnaire, the writer will use a Likert scale in determining the respondent's answer with a scale of 1-5 as follows: strongly disagree, disagree, neutral, agree, strongly agree. The population in this study were all Gojek users in Jabodetabek. Determination of the number of samples with what was said by (Hair 2010). In this study, the authors used 29 indicators, with each indicator containing 1 question so that a total of 29 x 5 equals 145 respondents. From the minimum sample size that must be met, the number of samples collected in this study was 165 respondents. The sampling technique in this study is nonprobability sampling, which is incidental sampling. After determining the indicators that affect each variable, the researchers conducted a validation test and a reliability test processed using Microsoft Excel's.

5. Results and Discussion (12 font)

5.1 Evaluation of the Measurement Model (Outer Model)

Convergent Validity Test

A construct indicator is valid if it has a loading factor / outer loading value> 0.7 (Hair et al., 2017). In this research, all indicators are used to construct. Based on the number of indicators, the internet advertising variable consists of three indicators, performance expectancy consists of four indicators, effort expectancy consists of four indicators, social influence consists of three indicators, facilitating conditions consists of three indicators, hedonic motivation consists of three indicators, price value consists of Of the three indicators, habit and experience consist of three indicators, and the last variable namely uses behaviour, consists of three indicators. The following are the results of convergent validity testing:

Table 3. The Outer Loading

Indicators	Outer Loading	Variable	Indicators	Outer Loading	Variable	Indicators	Outer Loading	Variable
PI1	0.875	X1	SI1	0.872	X4	PV1	0.819	X7
PI2	0.858		SI2	0.886		PV2	0.92	
PI3	0.863		SI3	0.768		PV3	0.936	X8
PE1	0.862	X2	FC1	0.899	X5	HE1	0.903	

PE2	**0.801**		**FC2**	**0.886**		**HE2**	**0.835**	
PE3	**0.843**		**FC3**	**0.808**		**HE3**	**0.877**	
PE4	**0.793**		**HM1**	**0.928**		**UB1**	**0.86**	Y
EE1	**0.808**		**HM2**	**0.851**	X6	**UB2**	**0.911**	
EE2	**0.867**	X3	**HM3**	**0.936**		**UB3**	**0.919**	
EE3	**0.896**							
EE4	**0.872**							

Source: Author, 2021

Based on table 3, it can be seen if the outer loading has shown a value above 0.7. This indicates that the statement item used is valid because> 0.7 according to Hair et al (2017). Based on table 4, it can be seen if all items are above the minimum criterion, namely 0.5. This means that every variable is valid (Hair et al. ,2017). All AVE values are above 0.5, and then all variable constructs are valid.

Table 4. Average Variance Extracted (AVE)

Construct	AVE		Construct	AVE
X1 (PI)	0.749		X6 (HM)	0.82
X2 (PE)	0.681		X7 (PV)	0.798
X3 (EE)	0.742		X8 (HE)	0.761
X4 (SI)	0.712		Y1 (UB)	0.805
X5 (FC)	0.749			

Source: Author, 2021

Table 5. Cross Loading

X1 (PI)	X2 (PE)	X3 (EE)	X4 (SI)	X5 (CF)	X6 (HM)	X7 (PV)	X8 (HE)	Y1 (UB)
0.875	0.862	0.808	0.872	0.899	0.928	0.819	0.903	0.86
0.858	0.801	0.867	0.886	0.886	0.851	0.92	0.835	0.911
0.863	0.843	0.896	0.768	0.808	0.936	0.936	0.877	0.919
	0.793	0.872						

Source: Author, 2021

Discriminant Validity

Cross Loading

Table 5 only reports the important cross-loading in every construct variable. The numbers indicate the data is valid through cross-loading criteria because the value of the measured indicator construct is considered to have a greater correlation with its construct than the correlation between indicators against other constructs. Hair et al (2017).

Cronbach's Alpha dan rho_A

Based on table 6, it can be interpreted that the data is very reliable because the Cronbach's Alpha value has shown> 0.7 according to Hair et al (2017) and is close to 1.00. However, for a more consistent value, the rho_A value is considered better to use than the value from Cronbach's Alpha.

Table 6. Cronbach's Alpha, rho_A and Composite Reliability

Items	Cronbach's Alpha	rho_A	Composite Reliability
X1 (PI)	0.833	0.837	0.900
X2 (PE)	0.843	0.846	0.895
X3 (EE)	0.883	0.883	0.920
X4 (SI)	0.798	0.818	0.881
X5 (FC)	0.832	0.849	0.899
X6 (HM)	0.890	0.903	0.932
X7 (PV)	0.873	0.899	0.922
X8 (HE)	0.842	0.849	0.905
Y1 (UB)	0.878	0.880	0.925

Source: Author, 2021

Reliability Test

In this reliability test, a constructed variable is reliable or has good reliability if the test results show that composite Reliability and rho_A (Cronbach's Alpha Substitute) are greater than 0.7. Based on table 6, it can be concluded overall that each construct variable is declared reliable because it is above the minimum criterion, namely 0.7 (Hair et al, 2017), both in terms of rho_A and Composite reliability.

Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model is carried out by carrying out two kinds of tests, namely the R2 test and the path coefficient. For testing R2, it can be seen through the PLS Algorithm calculation, while for path coefficient it can be done by running the bootstrapping calculation method. Figure 4 is a research model after calculating with bootstrapping.

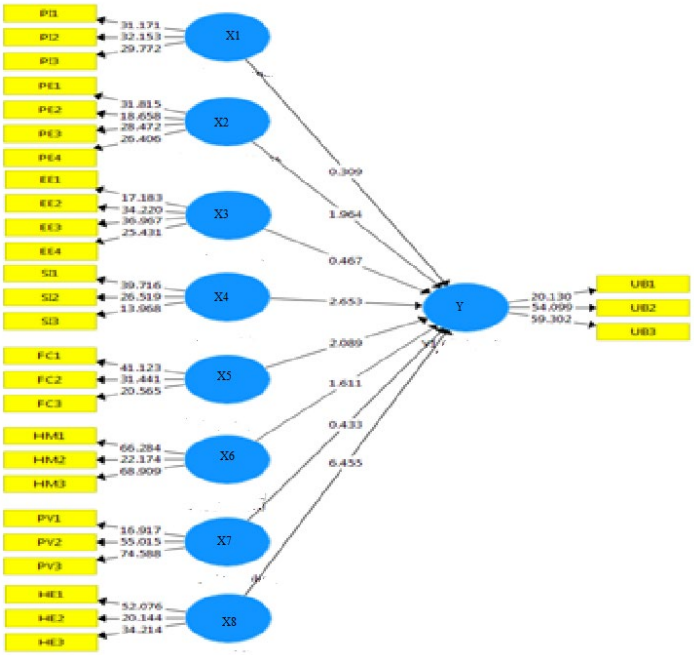

Fig 4. A Research Model
Source: Author, 2021

5.2 Graphical Results

The R^2 test aims to determine how much variation in the exogenous latent variable (X) can explain the endogenous variable (Y) variation. According to Hair (2017), a model is good if the value generated by R^2 is more significant than 0.67. In this study, the value of R2 is 0.785, which means that the independent variable can explain the Y variable's variation by 78.5%. The measure of the R2 value is categorized as good.

5.4 Validation

Hypothesis testing is carried out using path coefficients. Path coefficient is used to determine the significance of the influence between certain exogenous variables and endogenous variables. In table 7, there are the results of bootstrapping data processing to find the value in the path coefficient test.

Tabel 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	t Statistics (|O/STDEV|)	P Values
X1 (PI) -> Y1 (UB)	0.020	0.019	0.305	0.761
X2 (PE) -> Y1 (UB)	0.161	0.172	2.175	0.030
X3 (EE) -> Y1 (UB)	0.035	0.032	0.453	0.651
X4 (SI) -> Y1 (UB)	0.146	0.145	2.891	0.004
X5 (FC) -> Y1 (UB)	-0.131	-0.131	2.280	0.023
X6 (HM) -> Y1 (UB)	0.151	0.141	1.684	0.093
X7 (PV) -> Y1 (UB)	0.040	0.039	0.467	0.640
X8 (HE) -> Y1 (UB)	0.565	0.565	6.662	0.000

Source : Author, 2021.

Internet advertising, effort expectancy, hedonic motivation, and price value did not significantly affect the use of the Gojek application during the COVID-19 pandemic. This can be seen through the path coefficient value in Table 7, which indicates a positive value, and t statistic value < t Table (1.97472) or the P Value> 0.05.

-Performance expectancy, social influence as well as habit and experience have had a positive and significant influence on the use of the Gojek application during the COVID-19 pandemic. This can be seen through the path coefficient value which indicates a positive value because it is above the number 0 then it is said to be significant because the value of T Statistical> T Table (1.97472) and the value of P Value <0.05. -Facilitating conditions have a negative and significant impact on the use of the Gojek application during the COVID-19 pandemic. This can be seen through the path coefficient value which indicates a negative value because it is below the number 0 then it is said to be significant because the value of T Statistical> T Table (1.97472) and the value of P Value <0.05.

6. Conclusion

There are two main conclusions from this study, namely (1) There is no significant effect of exogenous internet advertising variables, effort expectancy, hedonic motivation, and price value on the use of the Gojek application during the pandemic COVID-19. (2) There is a significant effect of exogenous variables on performance expectancy, social influence, Facilitating conditions, as well as habit and experience on the use of the Gojek application during the pandemic COVID-19. The results of the research are expected to assist the development of similar research, especially in the application of the UTAUT2 model. Modification of the application of the UTAUT2 model by adding other variables related to the context of the subject being studied is expected to be carried out in the future.

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