

## CHAPTER 4

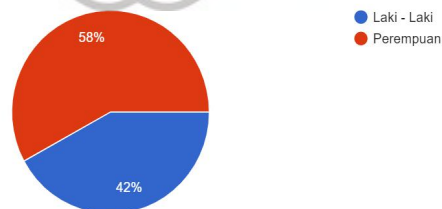
### DATA ANALYSIS

In addressing the research question, the writer analyzed the data from the questionnaire. First, the writer asked about the background of the respondents since the writer chose people who live in Semarang to fill out the data. The writer used SPSS to analyze the data. The writer distributed the questionnaire to 100 respondents using a convenience sampling who might have a prospect in using the Online Parking Reservation later on since parking is inevitably for people nowadays.

#### 4.1 The Respondents' Background

In this part, the writer describes the respondents' background like gender, age, and salary.

##### 4.1.1 General Background



*Figure 4.1.1.1* Respondents' Gender

First, the data of the respondents' gender are presented. The respondents of this research were mostly female. There were only 42% of male respondents

involved in this research. The following data are the range age of the respondents.

There are 5 groups of age as follows:

< 20

20 - 29

30 – 39

40 – 49

> 50

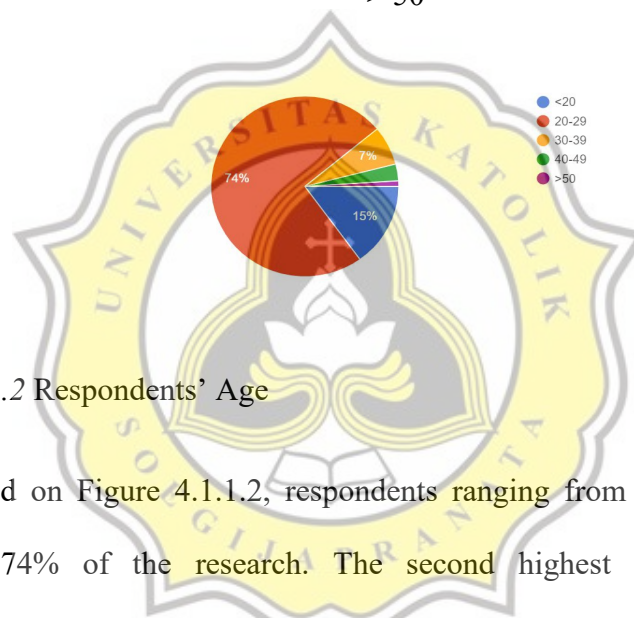
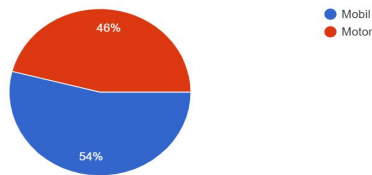


Figure 4.1.1.2 Respondents' Age

Based on Figure 4.1.1.2, respondents ranging from 20 to 29 years old dominated 74% of the research. The second highest result comes from respondents who are younger than 20 years old which is 15%. The third highest result comes from the respondents ranging from 30-39 years old. At last, respondents from 40-49 years old and above 50 years old gets a 4% of percentage making them as the smallest result.



*Figure 4.1.1.3* Types of Vehicles Mostly Used

The data showed that most of the respondents use the car (54%) more often than the motorbike (46%). This data interprets that 54% of the respondents use or own vehicle as the daily transportation. Thus, this finding supports that an Online Parking Reservation should be made for cars first due to its impracticality during parking.

#### 4.1.2 General Findings

96% of the respondents admit that they have never made any Online Parking Reservation before. If there is an Online Parking Reservation 97% of the respondents would like to book their spot before they arrive into the parking spot. This is due to the 97% of the respondents stated that finding a parking lot is hard and 88% of the respondents argued that to find a parking spot at least they spend 5 minutes. Meanwhile, 100% of the respondents agree that the best way to have an Online Parking Reservation is through a mobile application. Moreover, 60% of the respondents are used to learn new mobile application by trying it autodidact. Therefore, 47% of the respondents needed a FAQ/Help page in case they are facing trouble in using the mobile application. English (80%) also becomes the language preference by the respondents. At last, 90% of the respondents also

stated that a cashless payment method is the best way to save time in having transaction on using an Online Parking Reservation mobile application later on.

#### 4.1.3 Respondent's Preferences on using Mobile Application

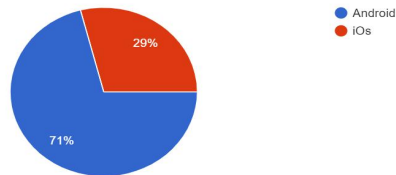


Figure 4.1.3.1 Types of Smart-phones Used Currently

Based on Figure 4.1.3.1, the result shows that 71% of the respondents used Android smart-phones rather than iPhones. This means that a future application developer should consider Android as the primary basis of the application. Due to the popularity of the Android compared to IOS, the writer considered to develop an Android-based mobile applications first and look for its prospects while considering to develop it into iOS in the future.

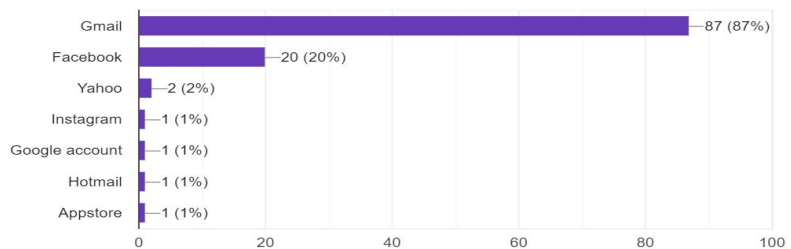


Figure 4.1.3.2 Preference on Signing Up a New Mobile Application

According to Figure 4.1.3.2, 87% of the respondents prefer to use Gmail to sign-up a new mobile application, followed by Facebook 20%. Meanwhile, there is still another option that respondents use during signing up a new mobile application which is Yahoo, Instagram, Google Account, Hotmail, and App Store with a total of 10%. Thus, the data show that respondents prefer a Gmail and Facebook login feature to the mobile application since it reduces the need for typing as discussed in chapter 2. However, the writer would use the conventional way for now in which users would input the email manually by typing since the Gmail and Facebook sign-up/login feature is expensive, and the writer would set a Gmail and Facebook login during the update.

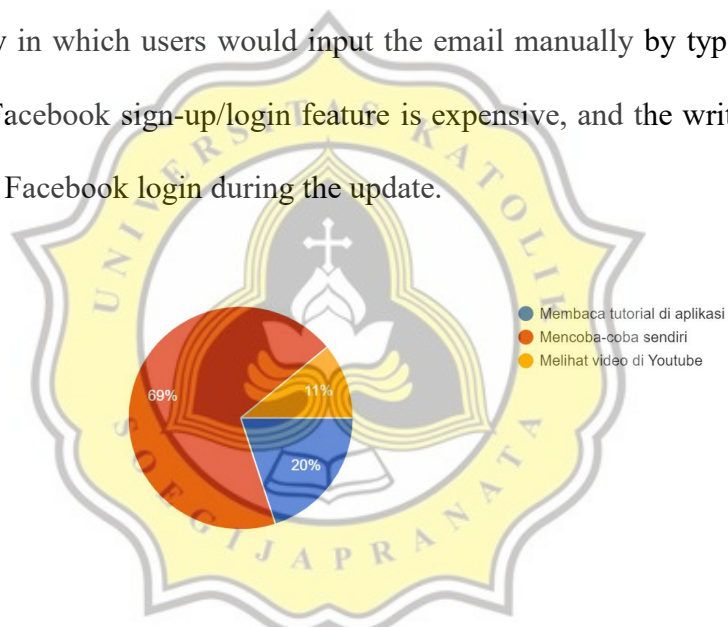
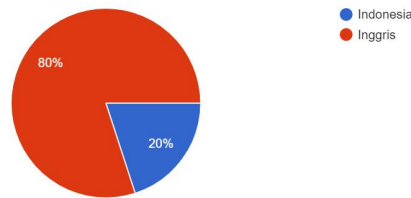


Figure 4.1.3.3 Preference on Adapting a New Mobile Application

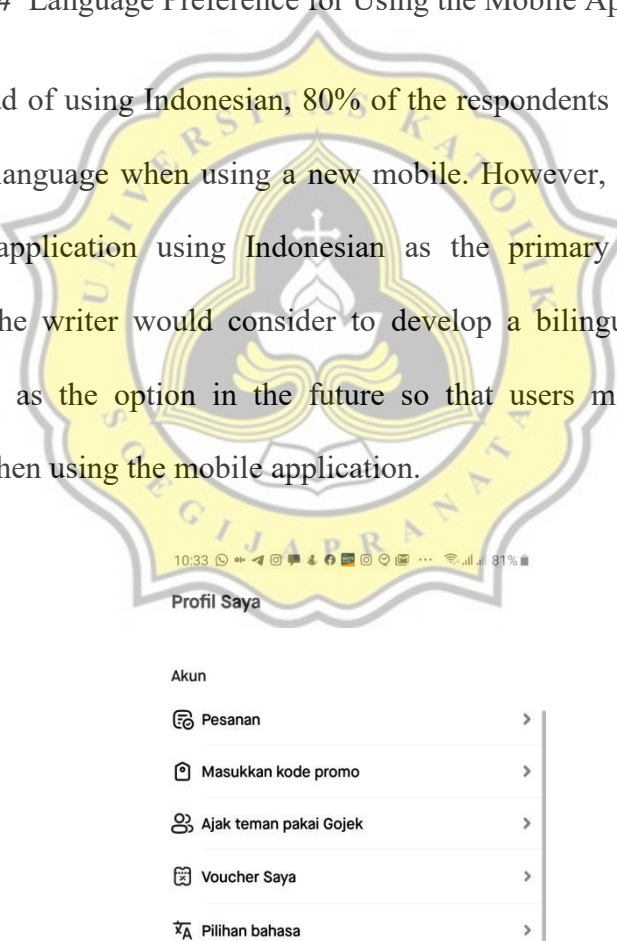
The result shows that the respondents would rather adapt to a new mobile application by attempting repeatedly (69%). Instead of trying over and over again, the respondents also prefer reading some tutorial supported by the mobile application (20%). At last, the respondents also would like to watch videos on YouTube to adjust to a new mobile application (11%). This shows that most people nowadays are attracted to try new mobile application independently in

which as written in chapter 2, the work-flow or layout of a mobile application should be minimal and placed precisely in order not to confuse users.

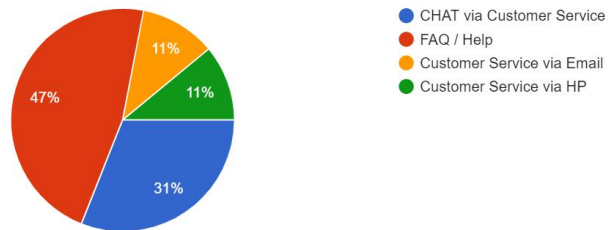


*Figure 4.1.3.4* Language Preference for Using the Mobile Application

Instead of using Indonesian, 80% of the respondents prefer using English as the main language when using a new mobile. However, the writer would set the mobile application using Indonesian as the primary language for now. Meanwhile the writer would consider to develop a bilingual language feature with English as the option in the future so that users may choose language preference when using the mobile application.



*Figure 4.1.3.5* Bilingual Language feature in Gojek



*Figure 4.1.3.6 Preference on Solving Problems in a New Mobile Application*

In line with Figure 4.1.3.6, 47% of the respondents choose to solve their issues in a new mobile application by finding the FAQ/Help page. Furthermore, 31% of the respondents love having a chat via online customer service in the mobile application. The least preferences by the respondents on solving the problems are chatting to a customer service via email and smart-phone with each value 11%.

#### **4.1.4 Respondents' Knowledge about Online Parking Reservation**



*Figure 4.1.4.1 Yes / No Experience on Using Online Parking Reservation*

According to Figure 4.1.4.1, 95% of the respondents live in Semarang are unfamiliar with Online Parking Reservation to park the vehicle. This shows that parking is still a business that has not been turned using an online system. Thus, in this case the writer has a bigger chance to develop the parking application to

the society while also building awareness to the public since sooner or later mobile applications will fulfill people's life.

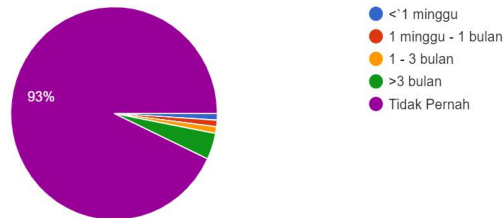


Figure 4.1.4.2 The Last Time Respondents Used Online Parking Reservation

Following the previous question, the data show that 93% of the respondents never make any Online Parking Reservation before. However, the remaining 7% of respondents admit that they have ever made a reservation ranging from less than 1 week, 1 week to 1 month, 1 month to 3 months, above 3 months. The writer did contact the 7% respondents to confirm the data and found that, 7% respondents did the reservation outside Semarang and abroad during in hotel, mall, the hospital in a conventional way like SMS, and on the spot order.

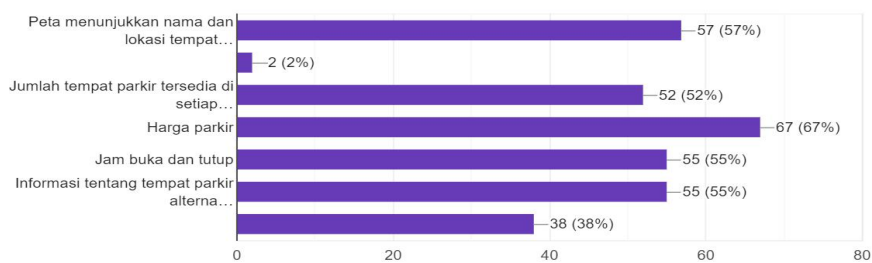


Figure 4.1.4.3 Kinds of Information Respondents Would Like to Know



Based on Figure 4.1.4.3, we can see the respondents are eager to use the feature in the mobile application to know the price of the parking lot (67%), followed by the second-highest data, a map that might show the respondent a name and a location of the parking lot (57%). Afterward, respondents would like to know about the parking lot's working hours and information before deciding to park (55%). The respondents are also eager to know about the available parking spot (52%). Meanwhile, the last information that respondents would like to know is a guide to each parking spot (40%). This result shows that the most important pieces of information to be attached in the feature are price, name and location, working hours, available spot, map to the parking spot.

#### **4.2 Developing an Online Parking Reservation Start-up**

This is the result of the questionnaire with regards to the respondents are thinking about the Online Parking Reservation through a mobile application. The higher the means suggest the people's positive responses about the mobile application of Online Parking Reservation Start up. However, the lower the means suggest the more people are less attracted to the parking application. In general, it can be illustrated as follows:

>3 = positive

3 = neutral

<3 = negative

The writer analyzed that the means varied from 2.56 as the lowest and 3.65 as the highest. However, it can be seen that the average means are 3.18 as calculated below :

$$\text{Mean } 1+2+3+4+5+6+7+8+9+10+11+12+13+14+15+16+17 = 54,06$$

$$\text{TOTALMEANS} = \frac{\text{Mean } 1+2+3+4+5+6+7+8+9+10+11+12+13+14+15+16+17}{17} = \frac{54,06}{17} = 3.18$$

It is obvious that 3.18 surpasses 3 as the parameter which indicated a positive response from the respondents towards the Online Parking Reservation Start-up using the mobile application. It suggests that in designing an Online Parking Reservation, the writer must particularly consider the design of the mobile application as stated in chapter 2 as the top priority for now. However, it does not mean that the least statements with low scores are less important, but the writer should prioritize the most useful features that support and ease people in using the online parking reservation later on. The following is the detail of the questions of the above table consisting of 17 statements with 4 options which clarifies the S1-S17 means.

**Table 4.2**

*Descriptive Statistics*

No.	Statements	N	Minimum	Maximum	Mean	Std. Deviation
S1	The respondents would be helped with the existence of a new parking model by knowing the available parking slot in a mall	100	2	4	3.59	.552

S2	The respondents would react positively towards the existence of an online parking reservation mobile application allowing respondents to know the available parking slot in Mall	100	3	4	3.65	.479
S3	The respondents would be happy by having the reservation before the arrival time in Mall	100	1	4	3.47	.627
S4	The respondents would react positively by having a free Online Parking Reservation mobile application	100	3	4	3.63	.485
S5	The respondents go to the mall more than 3 times in a month	100	1	4	2.92	.837
S6	The respondents having difficulties in finding a parking lot in Mall	100	2	4	3.44	.556
S7	The respondents assumed having a ride-hailing service such as GO-JEK / Grab when going to the mall is better than looking for a parking spot	100	1	4	3.23	.737
S8	The respondents spend more than 5 minutes looking for an available parking slot in Mall	100	1	4	3.27	.723
S9	The respondents often forgot the vehicles parked	100	1	4	2.56	.868
S10	The respondents pay attention to the departure time in the ticket to calculate the fee during parking in Mall	100	1	4	2.73	.897
S11	The respondents park the vehicle inside the Mall for a short visit	100	1	4	2.74	.747
S12	The respondents park outside the Mall for a long visit	100	1	4	2.78	.980
S13	The respondents say that parking in Semarang Malls is expensive	100	1	4	3.10	.859
S14	The cash payment is a time-consuming method	100	1	4	3.11	.737
S15	The valet parking service is time-efficient	100	2	4	3.21	.640

S16	The respondents use valet parking services due to its practicality	100	2	4	3.35	.592
S17	The valet parking service is expensive	100	1	4	3.28	.712
	Average	100			3.18	
	Valid N ( list wise )	100				

#### 4.2.1 Respondents' Ease of Access in terms of Booking

Indeed, the ease of access section contributes the means all above 3 and above the average means which is 3.18 showing that respondents put a high positive response towards these statements (S1, S2, S3, S6, S7, S8).

**Table 4.2.1.1**

*Statement 1. The respondents would be helped with the existence of a new parking model by knowing the available parking slot in a mall*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.0	3.0	3.0
	SETUJU	35	35.0	35.0	38.0
	SANGAT SETUJU	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

This statement (S1) has a mean of 3.59 and the standard deviation of .552. There are only 3 people who disagreed with the statement showing that respondents had positive response towards the new parking model allowing people to know the available parking slot in a mall where the writer has discussed earlier that the purpose of making a mobile application is to assist people's needs.

**Table 4.2.1.2**

*Statement 2. The respondents would react positively towards the existence of an online parking reservation mobile application allowing respondents to know the available parking slot in Mall*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SETUJU	35	35.0	35.0	35.0
	SANGAT SETUJU	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

Among the others, this statement (S2) has the highest mean of 3.65. However, the standard deviation also becomes the lowest among the others of .479 due to all the participants picked strongly agree (65 people) and agree (35 people) towards the statement. Following the previous statement, this finding may be concluded that people are enthusiastic about the Online Parking Reservation that should be made within mobile applications especially in Android first as discussed earlier to ease customers in looking for parking.

**Table 4.2.1.3**

*Statement 3. The respondents would be happy by having the reservation before the arrival time in Mall*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	4	4.0	4.0	5.0
	SETUJU	42	42.0	42.0	47.0
	SANGAT SETUJU	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

Following the two previous statements, this statement (S3) has a mean of 3.47 and a standard deviation of .627. Although the responses are quite varied as seen in the table above, 1 participant picked strongly disagree, and 4 participants picked disagree, this statement still surpassed the mean parameter showing people's positive responses on booking the parking spot before the arrival is an essential feature.

**Table 4.2.1.4**

*Statement 6. The respondents having difficulties in finding a parking lot in Mall*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.0	3.0	3.0
	SETUJU	50	50.0	50.0	53.0
	SANGAT SETUJU	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

As seen in the table, this statement (S6) has a mean of 3.44 and a standard deviation of .556. Most of the respondents facing difficulties in looking for parking in a mall since there are only 3 people picked disagreed. It shows that searching a parking spot in the mall needs an effort and by having the Online Parking Reservation, the writer hopes that it can minimize and simplify the

parking searching process by the monitor and book it online before arriving into the destination.

**Table 4.2.1.5**

*Statement 7. The respondents assumed having a ride-hailing service such as GO-JEK / Grab when going to the mall is better than looking for a parking spot*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	2.0	2.0	2.0
	TIDAK SETUJU	12	12.0	12.0	14.0
	SETUJU	47	47.0	47.0	61.0
	SANGAT SETUJU	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Indeed, the fact of how ride-hailing providers have changed people to get into a certain place. Based on the figure, this statement (S7) has a mean of 3.23 and a standard deviation of .737 with a variety of answers. 2 people chose strongly disagree, 12 people chose to disagree, 47 people chose to agree, and 39 percent chose to agree. This interprets that 86% of the respondents prefer to use ride-hailing service due to its practicality; however, the remaining 14% prefer still to prefer self-parking where in this case, if parking can be made easier, people are more likely to do self-parking instead of using the ride-hailing application.

**Table 4.2.1.6**

*Statement 8. The respondents spend more than 5 minutes looking for an available parking slot in Mall*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	2.0	2.0	2.0
	TIDAK SETUJU	10	10.0	10.0	12.0
	SETUJU	47	47.0	47.0	59.0
	SANGAT SETUJU	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

This statement (S8) has a mean of 3.27 and a standard deviation of .723 in which respondents gave a variety of answers with most dominant answers are agree (47 people) and strongly agree (41 people). Related to the previous statement, people are probably facing difficulties in finding parking spots in Mall where at least 5 minutes are spent looking for a spot that makes ride-hailing application and valet parking popular. This shows that the inefficiency searching parking spot, and the writer hopes that the existence of Online Parking Reservation will minimize the time instead of looking at the spot.

#### **4.2.2 Respondents' Decision in Looking of Parking Spot**

Generally, the result from the data in this part can be considered less important according to the respondents in which the means of S5, S9, S11, S12 show less than 3 interpreting the negative responses from the respondents towards the statements.

##### **Table 4.2.2.1**

*Statement 5. The respondents go to the mall more than 3 times in a month*



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	4	4.0	4.0	4.0
	TIDAK SETUJU	27	27.0	27.0	31.0
	SETUJU	42	42.0	42.0	73.0
	SANGAT SETUJU	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

This statement (S5) has a mean of 2.92 which doesn't exceed the mean parameter showing the negative response from people about the statement, and a standard deviation of .837 in which respondents picked disagree and strongly disagree (each 27%) towards the statement. Moreover, the frequency of how many times people are going to the mall is relative to that the writer should do further research to know the most prominent time to know when people visit the mall.

**Table 4.2.2.2**

*Statement 9. The respondents often forgot the vehicles parked*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	10	10.0	10.0	10.0
	TIDAK SETUJU	39	39.0	39.0	49.0
	SETUJU	36	36.0	36.0	85.0
	SANGAT SETUJU	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

As seen on the table, this statement (S9) has the lowest mean of 2.56 among others and a standard deviation.868 where respondents gave a variety of answers. 10 people chose strongly disagree, and 39 people chose to disagree showing that respondents may remember the location of the vehicles during parking which the writer considers should not be the priority feature for now.

**Table 4.2.2.3**

*Statement 11. The respondents park the vehicle inside the Mall for a short visit*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	2	2.0	2.0	2.0
	TIDAK SETUJU	38	38.0	38.0	40.0
	SETUJU	44	44.0	44.0	84.0
	SANGAT SETUJU	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

This statement (S11) has a mean of 2.74 and a standard deviation of .747 in which participants responded to varied answers with the most picked answers are agreed (44 people). This shows that the statement is not strong enough since the mean doesn't surpass the parameter, and the decision for parking is relative to the respondents. Therefore, the writer requires a further observation of whether or not a short visit to the mall will affect people in parking the vehicle besides a matter of price.

**Table 4.2.2.4**

*Statement 12. The respondents park outside the Mall for a long visit*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	10	10.0	10.0	10.0
	TIDAK SETUJU	31	31.0	31.0	41.0
	SETUJU	30	30.0	30.0	71.0
	SANGAT SETUJU	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Following the previous statement, this statement (S12) has a mean of 2.78 that doesn't pass the parameter yet the highest standard deviation of .980 showing the variety of answers where most respondents picked disagree (31 people), agree

(30 people), strongly agree (29 people), and strongly disagree (10 people). This means that not all people going to the Mall for a longer visit choose to park outside the Mall besides a matter of price. Therefore, the writer needs to conduct a further reservation of whether or not a longer visit to the mall will affect people in parking the vehicle besides a matter of price.

#### 4.2.3 Respondents Perception of Pricing on Parking Spot

This section reveals that pricing still plays an important role when it deals with a service.

**Table 4.2.3.1**

*Statement 13. The respondents say that parking in Semarang Malls is expensive*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	5	5.0	5.0	5.0
	TIDAK SETUJU	17	17.0	17.0	22.0
	SETUJU	41	41.0	41.0	63.0
	SANGAT SETUJU	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

This statement (S13) has a mean of 3.10 and a standard deviation of .859.

Respondents gave a variety of answers in which most respondents still chose to agree (41 people). This shows that 78 people are still quite opposed to the parking fee in Semarang malls where the number of available parking spots and the price is getting incoherent as the number of vehicles sales keep growing with the parking area provided.

**Table 4.2.3.2**

*Statement 10. The respondents pay attention to the departure time in the ticket to calculate the fee during parking in Mall*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	8	8.0	8.0	8.0
TIDAK SETUJU	33	33.0	33.0	41.0
SETUJU	37	37.0	37.0	78.0
SANGAT SETUJU	22	22.0	22.0	100.0
Total	100	100.0	100.0	

This statement (S10) has a mean of 2.73 and the highest standard deviation of .897 among others in which people answered varied from strongly disagree to strongly agree. This shows that parking fee in the mall is quite relative depending respondents' perspective, and the writer needs to test further research in case of setting the price of Online Parking Reservation.

**Table 4.2.3.3**

*Statement 14. The cash payment is a time-consuming method*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
TIDAK SETUJU	19	19.0	19.0	20.0
SETUJU	48	48.0	48.0	68.0
SANGAT SETUJU	32	32.0	32.0	100.0
Total	100	100.0	100.0	

When people were asked for payment method, the answers become so diverse. The statement (S14) has a mean of 3.11 and a standard deviation of .737 in which respondents chose to agree (48 people) and strongly agree (32 people)

showing that people nowadays prefer instant payment such as cashless payment aside of digital payment era.

**Table 4.2.3.4**

*Statement 15. The valet parking service is time-efficient*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	12	12.0	12.0	12.0
	SETUJU	55	55.0	55.0	67.0
	SANGAT SETUJU	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

This statement (S15) has a mean of 3.21 and a standard deviation of .640. It's clear that 55 people picked agree and 33 strongly agree to show people don't like waste time searching parking as people may use ride-hailing application discussed earlier, valet parking is also considered an efficient way to save time for parking.

**Table 4.2.3.5**

*Statement 16. The respondents use valet parking services due to its practicality*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	6	6.0	6.0	6.0
	SETUJU	53	53.0	53.0	59.0
	SANGAT SETUJU	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

In fact, respondents assume that having a valet service is practical besides time-saving. This statement (S16) has a mean of 3.35 and a standard deviation of .592 in which among all of the participants only 6 people disagreed. This

shows that the reasons people take valet services are time-efficiency and practicality.

**Table 4.2.3.6**

*Statement 17. The valet parking service is expensive*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	TIDAK SETUJU	12	12.0	12.0	13.0
	SETUJU	45	45.0	45.0	58.0
	SANGAT SETUJU	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Although valet is known for its practicality and time efficiency, people have to pay a costly fee than regular parking. This statement (S17) has a mean of 3.28 and a standard deviation of .712 in which 45 participants agreed and 42 people strongly agreed with the statement.

**Table 4.2.3.7**

*Statement 4. The respondents would react positively by having a free Online Parking Reservation mobile application*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SETUJU	37	37.0	37.0	37.0
	SANGAT SETUJU	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

Regarding the S2 on the existence of a parking mobile application, this statement (S4) has a mean of 3.63 and a standard deviation of .485 in which all participants chose strongly agree (63 people) and agree (37 people) showing that besides to successfully attract new users, the parking mobile app should be able to be downloaded freely.

### 4.3 General Discussion

The writer would like to present the findings by re-highlighting the respondents' background as follows:

1. 58% of the respondents are female
2. 74% of the total respondents are 20-29 years
3. 54% of the total respondents use cars
4. Android is 71% of the total respondents' phone
5. Gmail (87%) and Facebook (20%) are the respondents' preferences for signing up or log in to a mobile application.
6. 60% of the total respondents prefer to adapt to a new mobile application independently.
7. English is the respondents' preference language (80%)
8. 47% of the total respondents will find a FAQ/Help page in the case facing a trouble
9. 96% of the total respondents never have any experience with Online Parking Reservation
10. 93% of the total respondents never make any booking.

11. Respondents are eager to know the price (67%), map (57%), working hours (55%), and available parking spots (52%) of each spot.

This research was conducted quantitatively with 100 random people with females dominated this research. Most respondents are 20-29 years old using cars as a daily vehicle with Android is the most dominated among them. Respondents prefer a way to adapt to a new mobile application by learning independently in which FAQ/Help page is very useful in the case facing any obstacles with English as the language preference supported with Gmail also Facebook as the signup and login features. Most of the respondents never experience any Online Parking Reservation and if there is, the respondents would like to know the data such as price, map, working hours, and available parking hours of each parking spot as a comparison. The writer groups the findings into 3: Ease of Access, Decision on Parking, and Pricing. As in Ease of Access, respondents admitted that looking for a parking spot is hard that needs at least 5 minutes and by having access to know and to book the available parking slots in a mobile application, people are much helped (S1, S2, S3, S6, S7, S8). This data show that all the means surpass the mean parameter which is 3 even the average mean which is 3.18 showing a high positive response towards the parking mobile application to support people especially in finding parking. It means the writer should facilitate the parking mobile application with ease of access as the top priority.

Moreover, respondents' decision on choosing the parking spot is relative since the data show a lot of respondents disagreed that a short visit will guarantee



them to park inside the mall, and a longer visit will guarantee them to park outside the mall (S5, S9, S11, S12). This data show that the mean in this section on where and what purpose the respondents park the vehicle in the mall are less than 3 showing a negative response towards the statements that are considered less important. However, the writer will still keep an eye on the data by prioritizing the ease of access and pricing first.

At last, instead of a costly price, respondents consider valet parking is still worth due to its time-saver and practical service, and a cashless payment is a payment preference that people like as digital payment flourishes now. However, if people are asked to download a new mobile application, free would be the best option for them (S4, S10, S13, S14, S15, S16, S17). This data show that even though respondents have to pay the more expensive fee for parking services, people are still willing to use it as long as it provides time-saver and practicality in which the writer will provide a free mobile application for people with a fee cheaper than the valet services. It means pricing also takes an important role that people are willing not to pay a cheap but also an expensive price on service. For now, the writer has tried to put all the inputs from the respondents in developing the parking mobile application that can be download as Android Package (APK) for Android users only as a simulation by following these steps:

1. Browse to internet and type in this link: [www.parkirboss.com/parkir.apk](http://www.parkirboss.com/parkir.apk)
2. Download & install the APK file
3. Open the file

4. Insert the username: **user** and password: **asdf** or you may sign up
5. Use the search bar at the top to find your desired parking spot. If you don't find any blue flag after typing your place, that means the place is not ready to be booked online. Try to book "**Tunjungan Plaza**" and you will find a blue flag
6. Go into "**Validasi**" to validate your order once you arrive and before leaving the parking spot



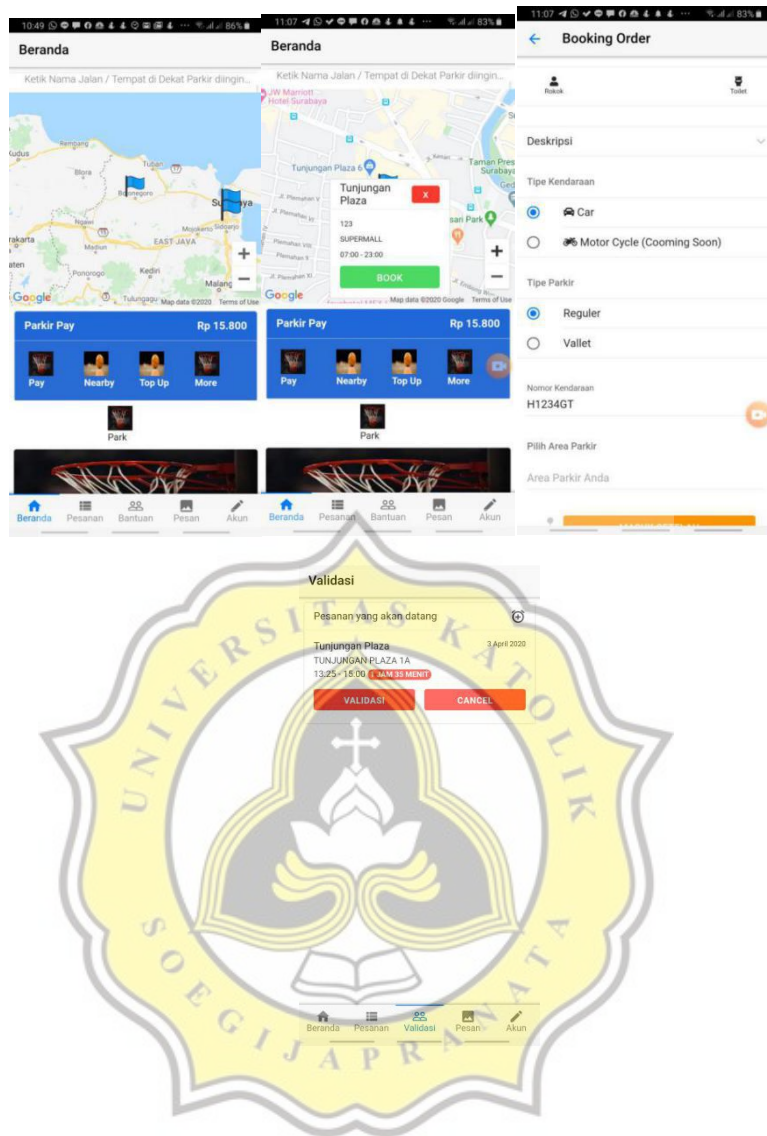


Figure 4.3.1 Order Work-flow on my parking project application