CHAPTER IV: DATA ANALYSIS AND DISCUSSION

In chapter IV, the researcher will provide the results of processing and analyzing data used to answer the problems raised in this study.

4.1. General Description of Research Object

The subjects in this study are the followers of the dramaojol.id instagram account who had content regarding online transportation services and the selection was selected using the Accidental Sampling method, so that followers of the dramaojol.id account who opened the Instagram story and were willing to fill out the form provided were considered the subject of this study. The number of subjects that obtained in this study were 221 people.

Table 4.1.Respondent Gender Data Table

GENDER	Total	%
MAN	98	44.3%
WOMAN	123	55.7%

Table 4.1 above shows the gender distribution of respondents obtained. 98 male respondents and 123 female respondents who filled out the questionnaire with the percentage of male respondents were 44.1% and female respondents were 55.9%.

Table 4.2.Respondent Age Data Table

AGE	Total	%
< 18 years	16	7.2%
18-24 years	117	52.9%
25-31 years	55	24.9%
32-38 years	23	10.4%
>38 years	10	4.5%

Table 4.2 shows the data on the age of the respondents, which varied from less than 18 years to more than 38 years. Respondents under 18 years of age there are 16 people or indicated by a percentage of 7.2%. Respondents with ages range from 18 to 24 were obtained as many as 117 people and indicated by a percentage of 53.2%. There are 55 respondents with ages range from 25 to 31 years and this is indicated by a percentage of 24.8%. Respondents with ages range from 32 years to 38 years were 23 people, indicated by a percentage of 10.4%, and finally, respondents with age more than 38 years were 10 people with a percentage of 4.5%.

Table 4.3.Respondent Status Data Table

Status	Total	%
College student	61	27.6%
Businessman	14	6.3%
Teacher	12	5.4%
Employee	76	34.4%
Others	58	26.2%

Table 4.3 above shows the data regarding the employment status of the respondents. There were 61 students who became respondents with a percentage of 27.9%. Respondents whose employment status as entrepreneurs were 14 people with a percentage of 6.3%. There are 12 respondents who work as teachers with a percentage of 5.4%. Respondents with status as company employees were 76 people with a percentage of 34.2%, and 58 people chose "others" with a percentage of 26.1%.

Table 4.4.Table of Data on the Use of Respondents' Gojek Application (1)

How long have you been using the Gojek app?	Total	%
<3 months	9	4.1%
3-6 months	13	5.9%

6-12 months	19	8.6%
1-1.5 years	38	17.2%
> 1.5 years	142	64.3%

Table 4.4 shows how long the respondents have been using the Gojek application for helping their activities. There are nine people with a percentage of 4.1% used Gojek for less than three months. There are 13 (thirteen) respondents with a percentage of 5.9% have used Gojek for about three to six months. A total of 19 (nineteen) respondents with a percentage of 8.6% have used Gojek for six to 12 (twelve) months. 38 (thirty eight) Respondents with a percentage of 17.6% have used Gojek for one to one and a half years, and lastly, respondents who used Gojek for more than one and a half years were 142 people with a percentage of 64%.

Table 4.5.Table of Data on the Use of Respondents' Gojek Application (2)

How many times have you used the Gojek application in 1 month?	Total	%
<5 times	58	26.2%
5-10 times	72	32.6%
11-15 times	37	16.7%
16-20 times	14	6.3%
> 20 times	20	18.1%

Table 4.5 above describes data on how often respondents use the Gojek application in a month. There are 58 respondents with a percentage of 26.6% use it less than 5 times a month. 72 Respondents with a percentage of 32.4% use it five to ten times a month. 37 Respondents with a percentage of 16.7% use it 11 to 15 times a month. 14 Respondents with a percentage of 6.3% used Gojek with an intensity of 16 to 20 times a month, and finally There are 20 respondents with a percentage of 18% using Gojek more than 20 times a month.

Some of the questions above are intended to determine the behavior of respondents towards the Gojek application so that it can be seen that the respondents who filled out the forms that were distributed are consumers of the Gojek application.

4.2. Validity and Reliability Test

4.2.1. Validity Test

Validity test was conducted to determine whether the questions in the questionnaire were valid or not. The validity test in this study uses SPSS with the provision that the Pearson Correlation value of the total of each variable is greater than the R Table value at DF = N-2 and a Probability of 0.05 (Setyawan, 2014).

Table 4.6.The Result of Validity Test

	Pearson Correlation	DF= N-2 Probability 0.05	Description
Hc1	0.71	0.132	Valid
Hc2	0.56	0.132	Valid
Hc3	0.73	0.132	Valid
U1	0.57	0.132	Valid
U2	0.68	0.132	Valid
U3	0.58	0.132	Valid
Ht1	0.67	0.132	Valid
Ht2	0.74	0.132	Valid
Ht3	0.75	0.132	Valid
A1	0.71	0.132	Valid
A2	0.64	0.132	Valid
A3	0.72	0.132	Valid
TS1	0.65	0.132	Valid
TS2	0.6	0.132	Valid
Sc1	0.48	0.132	Valid
Sc2	0.49	0.132	Valid

Sc3	0.56	0.132	Valid
Sc4	0.54	0.132	Valid
Sc5	0.58	0.132	Valid
Sn1	0.75	0.132	Valid
Sn2	0.81	0.132	Valid
Sn3	0.79	0.132	Valid
Sn4	0.77	0.132	Valid
Sn5	0.76	0.132	Valid
T1	0.72	0.132	Valid
T2	0.77	0.132	Valid
T3	0.72	0.132	Valid
R1	0.78	0.132	Valid
R2	0.79	0.132	Valid
R3	0.79	0.132	Valid

From the table above shows that all the questions contained in the questionnaire are valid because the value of Pearson Correlation is greater than the value of DF = N-2 and Probability of 0.05.

4.2.2. Reliability Test

Reliability test in this study also using SPSS. Reliability test is carried out to see the high or low level of confidence in an instrument (Setyawan, 2014). This reliability test analysis can be seen by looking at the value of Cronbach's Alpha (Wahyuni, 2014).

Table 4.7.Reliability Level

Cronbach's Alpha Value	Description
> 0.90	Perfect Reliability
0.70 – 0.90	High Reliability
0.50 – 0.70	Moderate Reliability
< 0.50	Low Reliability

Source : (Wahyuni, 2014)

Table 4.8.Result of Reliability Test

Variable	Cronbach's Alpha	*N of items*	Description
Hedonic	0.865	3	High Reliability
Utilitarian	0.704	3	High Reliability
Habit	0.871	3	High Reliability
Altruism	0.933	3	Perfect Reliability
Time Saving	0.789	2	High Reliability
Social interaction	0.938	5	Perfect Reliability
Satisfaction	0.927	5	Perfect Reliability
Trust	0.878	3	High Reliability
Repurchase Intention	0.946	3	Perfect Reliability

Based on the two tables above, the cronbach's alpha value of each variable used in this study was obtained. Hedonic, Utilitarian, Habit, Time Saving, and Trust variables have a high level of reliability because the cronbach alpha value of each variable is in the range of 0.70 - 0.90, while the Altrusm, Social Interaction, Satisfaction and Repurchase Intention variables have a perfect level of reliability because the cronbach alpha value of each variable is above 0.90, so it can be concluded that all items from the existing variables can be relied on or trusted to measure the existing factors.

4.3. Multiple linear regression analysis

4.3.1. Relation between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social interaction to Satisfaction

Table 4.9.Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787[a]	.619	.608	.471
a. Predictors: (Constant), Social interaction, Hedonic, TimeSaving, Habit, Altruism, Utilitarian				

From table 4.9 above, it can be seen that R Square is worth 0.619, which means there is about 62% of the satisfaction factor which can be explained by the variation of the six independent variables Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social interaction. The value of SEE is also not too big, which means that this regression model is correct in predicting the independent variable (Nirmala Arum Janie, 2012).

Table 4.10.Results of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.999	6	12.833	57.927	.000[b]
	Residual	47.410	214	.222		
	Total	124.409	220			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Social interaction, Hedonic, TimeSaving, Habit, Altruism, Utilitarian						

Based on the ANOVA table or F test above, it is found that F value is 57.927 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that the six independent variables simultaneously have an effect on satisfaction.

Table 4.11.Result of t test

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	VIF
		B	Beta			
1	(Constant)	.276		1.133	.258	
	Hedonic	.278	.241	3.393	.001	2.840
	Utilitarian	.212	.184	2.556	.011	2.910
	Habit	.147	.199	3.213	.002	2.160
	Altruism	.167	.180	2.996	.003	2.019
	TimeSaving	.097	.101	1.697	.091	2.009
	Social interaction	.063	.096	2.117	.035	1.164
Dependent Variable: Satisfaction						

Based on table 4.11, it can be seen that the effect of each variable is significant or not on Satisfaction. Variable can be said to have a significant effect if the significant value is less than 0.05, based on these provisions it can be concluded that there are five variables that have a significant value less than 0.05, namely Hedonic (0.001), Utilitarian (0.011), Habit (0.002), Altruism (0.003) and Social interaction (0.035) which means that these five variables have a significant effect on the Satisfaction variable. Meanwhile, Time Saving has a significant coefficient value equal to 0.091 which means it is greater than 0.05 and it can be concluded that Time Saving has no significant effect on Satisfaction.

Based on table 4.11 it is also known that each variable has a VIF value of less than 10, it can be concluded that there is no multicollinearity problem so that the test results can be said to be reliable.

4.3.2. Relation Between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social interaction on Trust

Table 4.12.Model Summary (II)

Model Summary				
Model	R	R Square	Adjusted R	Std. Error of the

			Square	Estimate
1	.729[a]	.532	.519	.508
a. Predictors: (Constant), Social interaction, Hedonic, TimeSaving, Habit, Altruism, Utilitarian				

From table 4.12 above, it can be seen that R Square is worth 0.532, which means that there is about 53% trust factor which can be explained by the variation of the six independent variables Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social interaction. The value of SEE is also not too big, which means that this regression model is correct in predicting the independent variable (Nirmala Arum Janie, 2012).

Table 4.13.Results of F Test (II)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	62.869	6	10.478	40.570	.000[b]
Residual	55.270	214	.258		
Total	118.139	220			
a. Dependent Variable: Trust					
b. Predictors: (Constant), Social interaction, Hedonic, TimeSaving, Habit, Altruism, Utilitarian					

Based on the ANOVA table or F test above, it is obtained that F value is 40.570 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that the six independent variables simultaneously affect Trust.

Table 4.14.Result of t test (II)

Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.	VIF
		B	Beta			
1	(Constant)	.708		2.694	.008	
	Hedonic	.251	.223	2.830	.005	2.840
	Utilitarian	.169	.151	1.891	.060	2.910
	Habit	.131	.182	2.641	.009	2.160
	Altruism	.170	.187	2.822	.005	2.019

TimeSaving	.084	.091	1.366	.173	2.009
Social interaction	.067	.104	2.068	.040	1.164
a. Dependent Variable: Trust					

Based on table 4.14, it can be seen that the influence of each variable is significant or not on Trust. Variable can be said to have a significant effect if the significant value is less than 0.05, based on these provisions it can be concluded that there are four variables that have a significant value less than 0.05, namely Hedonic (0.005), Habit (0.009), Altruism (0.005), and Social interaction (0.04) which means that these four variables have a significant influence on the Trust variable. Meanwhile, Utilitarian has a significant value of 0.60 and Time Saving has a significant coefficient of 0.173 which means greater than 0.05 and it can be concluded that Utilitarian and Time Saving do not have a significant effect on Trust.

Based on table 4.14 it is also known that each variable has a VIF value of less than 10, it can be concluded that there is no multicollinearity problem so that the test results can be said to be reliable.

4.3.3. Relation Between Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social interaction on Repurchase Intention

Table 4.15.Model Summary (III)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.581	.569	.556
a. Predictors: (Constant), Social interaction, Hedonic, TimeSaving, Habit, Altruism, Utilitarian				

From table 4.15 above, it can be seen that R Square is worth 0.581, which means that there are about 58% of the Repurchase Intention

factor which can be explained by the variation of the six independent variables: Hedonic, Utilitarian, Habit, Altruism, TimeSaving, Social interaction. The value of SEE is also not too large, which means that this regression model is correct in predicting the independent variable (Nirmala Arum Janie, 2012).

Table 4.16.Results of F Test (III)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	91.499	6	15.250	49.391	.000[b]
Residual	66.074	214	.309		
Total	157.574	220			
a. Dependent Variable: Repurchase					
b. Predictors: (Constant), Social interaction, Hedonic, TimeSaving, Habit, Altruism, Utilitarian					

d on the ANOVA or F test table above, the F count is 49.391 with a probability much smaller than 0.05, which is 0.000, so it can be concluded that the six independent variables simultaneously have an effect on Repurchase Intention.

Table 4.17.Result of t test (III)

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	VIF
	B	Beta			
1 (Constant)	.241		.839	.402	
Hedonic	.157	.121	1.622	.106	2.840
Utilitarian	.210	.162	2.144	.033	2.910
Habit	.281	.338	5.189	.000	2.160
Altruism	.199	.191	3.030	.003	2.019
TimeSaving	.090	.084	1.336	.183	2.009
Social interaction	.035	.047	.984	.326	1.164
a. Dependent Variable: Repurchase					

Based on table 4.17, it can be seen that the effect of each variable is significant or not on Repurchase Intention. Variables can be said

to have a significant effect if the significant value is less than 0.05, based on these provisions, it can be concluded that there are three variables that have a significant value less than 0.05, namely Utilitarian (0.033), Habit (0.000), and Altruism (0.004) which means that these three variables have a significant effect on the Repurchase Intention variable. Meanwhile, Hedonic has a significant value of 0.160, Time Saving has a significant coefficient of 0.183, and Social interaction has a significant coefficient of 0.326 which is greater than 0.05 and it can be concluded that Hedonic, Time Saving, and Social interaction have no significant effect on Repurchase Intention.

Based on table 4.17 it is also known that each variable has a VIF value of less than 10, it can be concluded that there is no multicollinearity problem so that the test results can be said to be reliable.

4.3.4. Relation Between Satisfaction on Trust

Table 4.18.Model Summary (IV)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	.719	.718	.389
a. Predictors: (Constant), Satisfaction				

From table 4.18 above, it can be seen that R Square is worth 0.718, which means there are about 72% of the Trust factor which can be explained by the independent variable Trust. The value of SEE is also not too large, which means that this regression model is correct in predicting the independent variable (Nirmala Arum Janie, 2012).

Table 4.19.Results of F Test (IV)

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	84.996	1	84.996	561.633	.000[b]
	Residual	33.143	219	.151		
	Total	118.139	220			
a. Dependent Variable: Trust						
b. Predictors: (Constant), Satisfaction						

Based on the ANOVA table or F test above, it is found that F value is 561.633 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that Satisfaction as an independent variable is proven to have an influence on Trust.

Table 4.20.Result of t test (IV)

Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.	VIF
		B	Beta			
1	(Constant)	.763		5.114	.000	
	Satisfaction	.827	.848	23.699	.000	1.000
a. Dependent Variable: Trust						

Based on table 4.20, it can be seen that the influence of the independent variable is significant or not on trust. The variable can be said to have a significant effect if the significant value is less than 0.05, based on these provisions, it can be concluded that the Satisfaction variable has a significant influence on the Trust variable because it has a significant value less than 0.05, the value is 0.000.

Based on table 4.20 it is also known that the Satisfaction variable has a VIF value of less than 10, it can be concluded that there is no multicollinearity problem so that the test results can be said to be reliable.

4.3.5. Relation Between Satisfaction and Trust on Repurchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796[a]	.634	.631	.514
a. Predictors: (Constant), Trust, Satisfaction				

From the table 4.21 above, it can be seen that R Square is worth 0.631, which means that there are around 63% of the Repurchase Intention factor which can be explained by the independent variable of Trust and Satisfaction. The value of SEE is also not too big, which means that this regression model is correct in predicting the independent variable (Nirmala Arum Janie, 2012).

Table 4.22.Results of F Test (V)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.953	2	49.976	189.078	.000[b]
	Residual	57.621	218	.264		
	Total	157.574	220			
a. Dependent Variable: Repurchase						
b. Predictors: (Constant), Trust, Satisfaction						

Based on the ANOVA table or the F test above, it is obtained that F value is 561.633 with a probability much smaller than 0.05, the value is 0.000, so it is concluded that trust and satisfaction as independent variables are simultaneously proven to have an influence on Repurchase Intention.

Table 4.23.Coeffiesients Table (V)

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	VIF

		B	Beta			
1	(Constant)	.255		1.224	.222	
	Satisfaction	.664	.590	7.627	.000	3.565
	Trust	.268	.232	3.006	.003	3.565
a. Dependent Variable: Repurchase						

Based on table 4.23, it can be seen that the influence of each independent variable is significant or not on trust. The variable can be said to have a significant effect if the significant value is less than 0.05, based on these provisions, it can be concluded that the two independent variables, namely Satisfaction (0.000) and Trust (0.003), have a significant effect on the Repurchase Intention variable because they have a significant value less than 0.05.

Based on table 4.23 it is also known that the Satisfaction and Trust variables have a VIF value of less than 10, it can be concluded that there is no multicollinearity problem so that the test results can be said to be reliable.

4.4. Descriptive Analysis

The results of this research in descriptive statistics contain the characteristics of the research sample in the form of sample size, minimum-maximum value, mean value and standard deviation.

Table 4.24.Descriptive statistics

	N		Mean	Std. Deviation	Std. Error of Mean
	Valid	Missing			
Hedonic	221	0	4.35	0.65	0.04
Utilitarian	221	0	4.26	0.65	0.04
Habit	221	0	3.71	1.02	0.07
Altruism	221	0	4.37	0.81	0.05
TimeSaving	221	0	4.33	0.79	0.05
Social interaction	221	0	2.00	1.14	0.08
Satisfaction	221	0	4.21	0.75	0.05

Trust	221	0	4.24	0.73	0.05
Repurchase	221	0	4.19	0.85	0.06

From table 4.24 it can be concluded that 221 research samples obtained were valid. The Hedonic variable has a mean value of 4.35 and a standard deviation value of 0.65, which means that the data obtained from the Hedonic variable is homogeneous or less varied and the gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Hedonic variable is also relatively small, namely 0.04, so it can be said that the research sample is sufficiently representative of the population being studied.

The Utilitarian variable has a mean value of 4.26 and a standard deviation value of 0.65 which means that the data obtained from the Utilitarian variable is homogeneous or less varied and the gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Utilitarian variable is also relatively small, namely 0.04, so it can be said that the research sample is sufficiently representative of the population being studied.

The Habit variable has a mean value of 3.71 and a standard deviation value of 1.02 which means that the data obtained from the Habit variable is homogeneous or less varied and gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Habit variable is also relatively small, namely 0.07, so it can be said that the research sample is sufficiently representative of the population being studied.

The Altruism variable has a mean value of 4.37 and a standard deviation value of 0.81, which means that the data obtained from the Altruism variable is homogeneous or less varied and gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Altruism variable is also relatively small, namely

0.05, so it can be said that the research sample is sufficiently representative of the population being studied.

The TimeSaving variable has a mean value of 4.33 and a standard deviation value of 0.79 which means that the data obtained from the TimeSaving variable is homogeneous or less varied and gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Time Saving variable is also relatively small, namely 0.05, so it can be said that the research sample is sufficiently representative of the population being studied.

The Social interaction variable has a mean value of 2.00 and a standard deviation value of 1.14 which means that the data obtained from the Social interaction variable is homogeneous or less varied and gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Social interaction variable is also relatively small, namely 0.08, so it can be said that the research sample is sufficient to represent the population being studied.

The Satisfaction variable has a mean value of 4.21 and a standard deviation value of 0.75, which means that the data obtained from the Satisfaction variable is homogeneous or less varied and gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Satisfaction variable is also relatively small, namely 0.05, so it can be said that the research sample is sufficiently representative of the population being studied.

The Trust variable has a mean value of 4.24 and a standard deviation value of 0.73, which means that the data obtained from the Trust variable is homogeneous or less varied and gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Trust variable is also relatively small, namely 0.05, so it can

be said that the research sample is sufficiently representative of the population being studied.

The Repurchase variable has a mean value of 4.19 and a standard deviation value of 0.85, which means that the data obtained from the Repurchase variable is homogeneous or less varied and gap rate is small, because the standard deviation value is smaller than the mean value. The Standard Error of Mean in the Repurchase variable is also relatively small, namely 0.06, so it can be said that the research sample is sufficiently representative of the population being studied.

4.5. Path Analysis

Notes:*p<0.05; **p<0.01; ***p<0.000
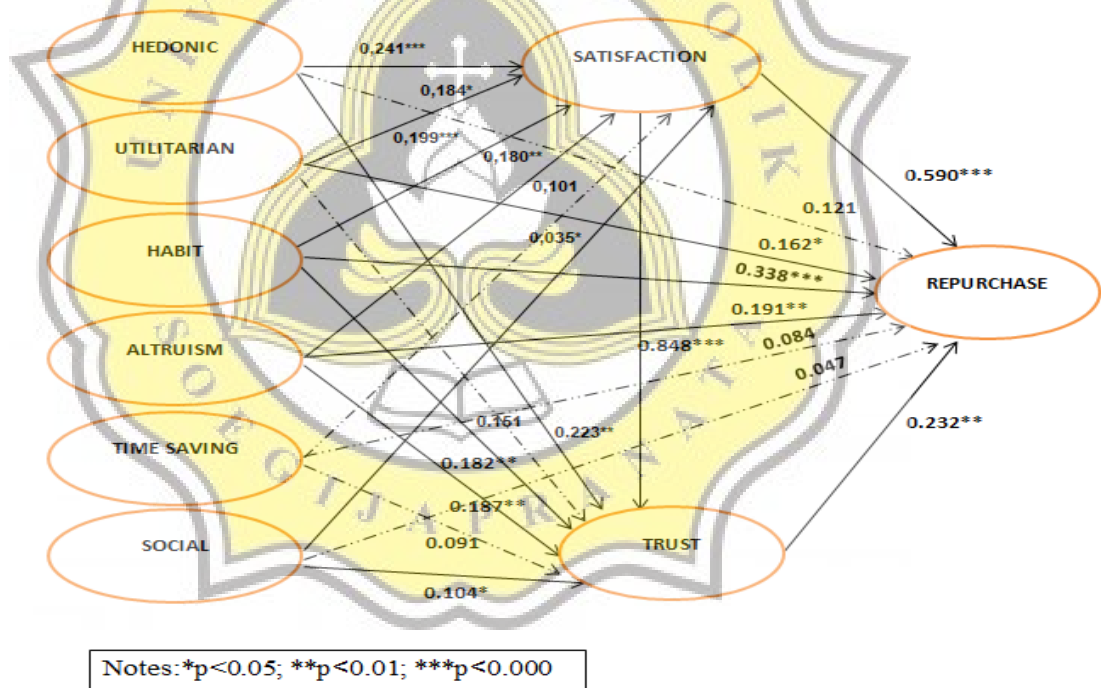
Figure 4.1.Result of Research Model From Analysis

Based on the results of the previous multiple linear analysis, the researcher then created a research model with path analysis which can be seen in Figure 4.1.

We can see that Hedonic (β = .241; p = .001), and Utilitarian (β = .151; p = .001) had significantly higher impacts on satisfaction. Other variables,

Habit (β = .199; p = .002) and Altruism (β = .180; p = .003) have a significant effect on satisfaction as well but not too high. Time Saving (β = .101; p = .091) and Social interaction (β = .096; p = .035) have no significant effect on Satisfaction.

For the dependent variable Trust, Hedonic (β = .223; p = .005), and Altruism (β =. 187; p = .005) had a significantly higher effect. Other variables, namely, Habit (β =. 182; p =. 009) and Social interaction (β = .104; p = .040) have a significant effect on Trust as well but not too high. Time Saving (β = .091; p = .173) and Utilitarian (β = .151; p = .060) have no significant effect on trust.

Satisfaction has an indirect impact on Repurchase Intention, Satisfaction has an impact on Trust which has a direct impact on Repurchase Intention. Satisfaction (β = .848; p = .000) significantly impacted trust.

Trust (β = .232; p = .003) and Satisfaction (β = .590; p = .000) also significantly have a direct impact on Buybacks, but Satisfaction has the highest impact on Repurchase Intention.

Habit (β = .338; p = .000), is the highest variable that significantly impacts Buyback, but Altruism (β = .191; p = .003), and Utilitarian (β = .162; p = .033) also has a significant impact on Repurchase Intention. Hedonic (β = .121; p = .106), Time Saving (β = .084; p = .183), and Social interaction (β = .047; p = .326) had no significant effect on Repurchase Intention.

4.6. Hypothesis Analysis

After the researcher conducted several data tests such as validity, reliability, multiple linear analysis, descriptive analysis and path analysis, the results of hypothesis testing were as follows:

Table 4.25.Hypothesis Results

Independent Variable	Dependent Variable	T value	T table	Sig. Coefficient	Significance
Utilitarian	Repurchase	2.144	1.97	.033	Full

Utilitarian	Trust	1.891	1.97	.060	No
Utilitarian	Satisfaction	2.556	1.97	.011	Full
Hedonic	Repurchase	1.622	1.97	.106	No
Hedonic	Trust	2.83	1.97	.005	Full
Hedonic	Satisfaction	3.393	1.97	.001	Full
Habit	Repurchase	5.189	1.97	.000	Full
Habit	Trust	2.641	1.97	.009	Full
Habit	Satisfaction	3.213	1.97	.002	Full
Altruism	Repurchase	3.03	1.97	.003	Full
Altruism	Trust	2.822	1.97	.005	Full
Altruism	Satisfaction	2.996	1.97	.003	Full
Time Saving	Repurchase	1.336	1.97	.183	No
Time Saving	Trust	1.366	1.97	.173	No
Time Saving	Satisfaction	1.697	1.97	.091	No
Social Interaction	Repurchase	0.984	1.97	.326	No
Social Interaction	Trust	2.068	1.97	.040	Full
Social Interaction	Satisfaction	2.117	1.97	.035	Full
Satisfaction	Trust	23.699	1.97	.000	Full
Satisfaction	Repurchase	7.627	1.97	.000	Full
Trust	Repurchase	3.006	1.97	.003	Full

H1.a: Utilitarian has an influence on Repurchase Intention is Acceptable. So it can be concluded that the higher the utilitarian factor offered by the company, the higher the consumer will make repeat purchases at the company.

H1.b: Utilitarian has an influence on trust is Rejected, which means that the Utilitarian factor has no impact on the level of trust of consumers.

H1.c: Utilitarian has an influence on satisfaction is Acceptable, which means that the higher the Utilitarian factor given to consumers, it will make the consumer feel satisfied.

In the case of Gojek, they have provided good utilitarian factors to their customers, for example by providing an application design that is easy to understand and easy to use by various groups so that customers quickly understand what can be used in the application without experiencing

difficulties in operation. Gojek makes it easy for its customers by freeing customers to set their own menus that will appear on the main page of the Gojek application, thus making customers faster and easier when placing orders. Information given about tariffs and everything related to orders that will be carried out by consumers is also given clearly so that customers are easy to find out how much it costs and the details.

Gojek also provides a variety of existing services, from online motorcycle and taxi services to payment of several needs such as electricity, credits, game vouchers. All of this feature are available so that this can increase the level of efficiency and effectiveness of Gojek itself in the eyes of customers.

H2.a: Hedonic has an influence on Repurchase Intention is Rejected. This shows that the hedonic factor in a person does not affect the occurrence of repeated purchases.

H2.b: Hedonic has an influence on trust is Acceptable, which means that the hedonic factor can lead someone to believe in a certain company.

H2.c: Hedonic has an influence on satisfaction is Acceptable, which means that the higher the hedonic factor of a consumer, the higher the level of satisfaction received by the consumer.

The Hedonic factor that Gojek does is by providing various kinds of promos and also various kinds of prizes and missions in the application. These various benefits can be used by consumers to increase the purchasing power of consumers. The mission feature in Gojek will give a cashback prize when the customer has completed the order according to the mission. This will certainly increase the purchasing power of consumers to complete missions quickly to get the cashback. The promo feature in Gojek is by using vouchers in the application, customers will get a good discount so that consumers prefer to place orders via Gojek rather than having to go alone to the place they want to visit or go to. Subscription features can also be purchased in the Gojek application,

which features consumers paying a fee to subscribe and after that consumers will get several benefits, such as discounted rates when ordering and also being able to enjoy the movie streaming features provided by Gojek.

H3.a: Habit has an influence on Repurchase Intention is Acceptable. This shows that habit factors can influence someone to make repeat purchases.

H3.b: Habit has an influence on trust is Acceptable, which means that habits that are carried out continuously and become habits can create a high level of trust in an action.

H3.c: Habit has an influence on satisfaction is Acceptable, it can be concluded that the higher a person's habit factor is, it can be said that a person is also satisfied with his actions.

The habit factor carried out by Gojek is to create and provide several services in Gojek, for example, the gopay service as a digital wallet which is very popular with our society today, because of its convenience and also with the many promos that can be used by using this service to do transactions at various kinds of restaurants and shops available. This Gojek service is available when the customer installs Gojek and also opens the Gojek application to use the digital wallet service because this service is an integral part of the Gojek application. This action will make consumers familiar with the Gojek application even though they don't place orders to the company directly, but with this habit, consumers will slowly start to try every service available, because every time they open the Gojek application to use Gojek, customers will see the services that are available and makes them curious about the services itself.

H4.a: Altruism has an influence on Repurchase Intention is Acceptable. This proves that the higher a person's altruism factor, the higher the repeat purchases that will occur.

H4.b: Altruism has an influence on Trust is Acceptable, which means that altruism can affect a person's level of trust.

H4.c: Altruism has an influence on satisfaction is Acceptable. This shows that the higher the altruism, the higher one's satisfaction.

There are 2 ways of altruism that Gojek does, namely by the company itself and also offering this to customers directly. The altruism factor carried out by the company is by conducting CSR activities such as making donations for victims of natural disasters, conducting training and development, and also providing scholarships to the family's drivers. The feature that offered to customers is a tip menu feature for the drivers after the customer places an order, the customer can give a certain amount of money by entering the desired amount for the drivers who took their order which will be received by the drivers in the form of online money to the drivers' online wallets, this things make customers can participate to take social action against working drivers.

H5.a: Time Saving has a direct effect on Repurchase Intention is Rejected, it can be concluded that the time saving factor does not affect the existence of repeated purchases.

H5.b: Time Saving has a direct effect on Trust is Rejected, which means that Time saving has no effect on a person's level of trust.

H5.c: Time Saving has an influence on Satisfaction is Rejected, which means that there is no relationship between time saving and one's satisfaction level.

The time saving factor studied in this Gojek service does not have a direct influence on trust, satisfaction and repurchase intention factors because in this Gojek service customers are more likely to see these factors from the quality of service provided by Gojek drivers (Mathodah, 2019), and also the level of security obtained by customers, so even though the Gojek service provided by the driver is sometimes not fast or it still takes a long

time when taking the customers to their destination or because the drivers have to queue first to get the goods ordered by the customer, this is not a problem for the customers, with the condition that the driver can do the job well and also if there are goods ordered by consumers can be accepted by consumers well and safely too.

Although the time saving factor does not have an influence in this study, but Gojek provides services that can save customer's time, namely by providing go-ride, go-car, go-mart, go-send and gofood services, these services help customers to get goods or go somewhere without to do it by themself, because here the drivers who are the partners of Gojek will help customers to do that. In addition, Gojek also gives its customers the freedom to be able to make more than 1 transaction or order in the application so that customers don't have to wait for the first transaction to complete to make the next transaction, this of course will shorten the time if customers want to place orders in different places and in different places at the same time. Gojek also has a gofood partner feature whose function is so that orders can be received directly by the intended restaurant and the restaurant can prepare food before the gojek's driver arrives so that it can shorten the time to get to the customer.

H6.a: Social interaction has an influence on Repurchase Intention is Rejected, it can be concluded that social interaction interaction cannot lead someone to make repeat purchases.

H6.b: Social interaction has an influence on trust is Acceptable, which means that if the company can have good interactions with consumers, then consumers will have a good level of trust in the company.

H6.c: Social interaction has an influence on satisfaction is Acceptable, which means that the interaction between the company and consumers can make the consumer feel satisfied.

Gojek has a very complete customer service, both through social media such as Instagram, Twitter, Facebook and also through the application

directly. Customers can directly contact customer service if there are obstacles, disruption and also if there are items left in the driver when using existing services. This interaction is intended so that customers do not need to be confused when unexpected events occur. Customers can also interact with drivers or partners when using existing services, either by using text messages, telephone or also talking directly, so that customers can explain the order in detail to prevent mistakes in using or placing existing orders. All of the features in this gojek application can be used by consumers for free without any additional costs.

H7.a: Satisfaction has an influence on trust Acceptable. This proves that the more satisfied consumers are with the services provided by the company, the consumers will also feel confident in the company.

H7.b: Satisfaction has an influence on Repurchase Intention is Acceptable. This proves that the higher the level of customer satisfaction, the easier it will be for repeat purchases.

The various kinds of services that exist in the Gojek application provide their own satisfaction to Gojek customers, various innovations and also service improvements are carried out by Gojek so that customers feel satisfied. One of the features provided by Gojek to improve the performance of the application and the existing partners is by providing a review feature. After installing the application on the cellphone, customers will be able to review the existing application, good or bad by providing a review on the digital distribution service where the application is downloaded. In addition, customers can also review drivers or partners who work with Gojek. Customers are asked to enter a review regarding the performance of drivers with a rating system of one star to five stars, where one star is the worst and five stars is the best. This review feature is very influential for partners in the future, because if the partner gets a bad score continuously, the partner's account will be given a penalty and will not be able to execute orders until a certain time limit or

the heaviest is the account of the drivers will be deactivated. Drivers will also get penalty if they continue to refuse orders that appear in the system, the existing sanctions are that drivers will get fewer orders than usual or getting suspended. These things will have a big impact on drivers and partners who work with Gojek, so they must provide good service so that customers will give best review and there will be no penalty from Gojek.

H8.a: Trust has an influence on Repurchase Intention is Acceptable, which means that if a consumer has a good level of trust in a company, the consumer will make repeated purchases of the company.

The trust factor is very important and vital that every company must do for its consumers. Gojek provides many features to ensure good trust from the customer side and also its partners. The features available for customers are detailed information about the selected driver or partner to escort consumers from names, photos and vehicle number plates so that consumers know precisely and safely because of this information, then Gojek also provides an emergency hotline feature when customers drive with partners, so customers don't need to be worry about using the services and feel comfortable and confident with the available services. All trips booked through Gojek also receive safety guarantees from accidents, crimes and so on, starting from the pick-up point until the customer arrives at their destination. The quality of the drivers provided by Gojek is also guaranteed because of the training during recruitment before the drivers provide existing services. Customers can also share their trips with the closest people so they can track their trips and don't have to worry at all.

Gojek also provides complaint and assistance services for customers in need, and the response given is also very good. All of the services and features available are very helpful for Gojek customers to trust the services provided by Gojek even though the existing drivers or partners are not employees of the Gojek company.

The features that exist from the driver or partner side are providing detailed information about the pick-up and delivery location for customers who order, and if the customer orders a service to buy an item, the driver or partner will also get detailed information about the item purchased along with the price and information from the place that sell the item. In addition, if a driver gets a fake order from a bad customer, Gojek's customer service will be ready to help with this so that the driver will not get any disadvantage because of this. These existing features will certainly increase the driver's confidence to execute orders properly.