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## User Satisfaction and Intention to Use Peer-to-Peer Online Transportation: A Replication Study

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### Abstract

Sharing economy or collaborative economy (e.g. renting and lending) has been identified in previous studies to better understanding the behavioral context such as satisfaction and future intention for hospitality accommodation. However, the findings are lack of generalization in other industry context. Therefore, as the phenomenon of peer-to-peer (P2P) online transportation in Indonesia, this article replicates the previous study by Tussyadiah (2016) to test consumers' satisfaction and future intention in different industry context for generalization purposes. Using Structural Equation Modelling approach, the results among 115 respondents conclude that enjoyment and economic benefit are the determinations of satisfaction while satisfaction itself mediates those variables toward future intention. This study concludes that some of the findings about determinant factors of customer satisfaction future intention on P2P accommodation context can be generalized for other industrial context such as P2P online transportation context even though there are some differences of findings especially in the antecedents of future intention.

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## 1. Introduction

To better understanding consumer behavior, customer satisfaction is considered as one of the central concepts in management as well as services marketing and consumer behavior and survival [1], [2], [3] [4], [5]. Satisfied consumers will lead to customer loyalty as well as future intention in many sectors [6], [2], [7], [8]. While well-researched on determinants of satisfaction and future intention associated with hospitality (e.g., [9], [10], [11], [12], [13], [14], [15]), and the sharing economy business concept in hospitality has been identified [16]. As a replication study, this article wants to determine the determinants of satisfaction and future intention in sharing economy business concept especially in P2P online transportation.

The increasing prevalence of commercial P2P online transportation has been pioneered by Go-Jek in 2015. Previously in 2011 up to 2012, Go-Jek has started the business but failed to win the market due to lack of technology advancement using application. Even though the P2P business as foundation of Go-Jek, but since they only using telephone and call center, they failed to “educate” society in Indonesia to use their service. In 2015, Go-Jek started the collaboration consumption (e.g. renting and lending motorcycle with the driver called ojek) and use platform that can be downloaded through Google Play Store and Apple Store. When users are easily order the driver of motorcycle vis-à-vis, then the spirit of collaborative consumption or sharing economy is achievable whereas to give solutions for both users and drivers. Besides Go-Jek, there are other competitors to provide online transportation especially using motorcycle services such as Uber Motor, Grab-Bike, Blue Jeck, and so on. However, only three providers (such as Go-Jek, Grab, and Uber) are main players in Indonesia especially in Jakarta and other big cities.

“Sharing economy” business model, that commonly identifies underserved demands in the conventional business model (e.g. expensive or unavailable), will offer platforms that bring users and driver together to distribute their excess capacity of asset or resources among each other [16]. Along with the hospitality sharing economy literatures stated, commercial sharing system have been well research, but none to emphasize on the online transportation especially on motorcycle transportation service.

The sharing economy transforms and disrupts long established business practices [17]. The raise of sharing economy in the macro-environmental point of view, has shift customers’ attitude and behaviour toward consumption pattern in general (e.g. “customer-service provider relationship” as the basis for service evaluation) [18], [19], [20], [21], [22]. It triggers societal and economic pressures, such as desire for community, sustainable form of consumption, and frugality, but facilitated by improvement in social networks and mobile technology [23], [24], [25], [26]. This indicates that P2P can be also applied on services that offer by drivers of motorcycles in different needs (e.g. availability, responsiveness, reliability of time and places, and instantly arrived to the destination) which are not offered by traditional transportation.

The previous literature in this area investigates the determinants of satisfaction and future intention of using P2P (e.g. enjoyment, sustainability, and economic benefits that affect behavioral intention to participate in a P2P sharing platform) [16]. Another factors that motivate people to use sharing economy include community belonging, cost savings, familiarity, utility, and trust [27], [28]. However, as stated on the previous studies, those studies did not differentiate users into consumers and providers (e.g., users and drivers). Bellotti et al. [49] and Tussyadiah [16] focused their study on consumers as users to better understanding customer satisfaction and future intention toward P2P providers. Bellotti et al. [49] study discusses the evaluation on sharing economy service in general but still it is lack managerial implication [29], [16]. Thus, Tussyadiah [16] then focused on peer consumers such as users for better understanding and specific consumer behavior analysis at the managerial implications in the future. For this same reason and also theoretical generalization purposes, this study will replicate the concepts of satisfaction and future intention and its determinants of peer consumers of Tussyadiah [16] at online transportation especially P2P motorcycle services in Indonesia.

## 2. Conceptual model and hypotheses development

This section explains sharing economy concepts in general and the determinants of satisfaction and behavioral intention (future intention).

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