

**ANALYZING THE IMPACT OF THE COLLABORATION BETWEEN GRAB
AND OVO TO THE CUSTOMER****MENGANALISA PENGARUH DARI KOLABORASI ANTARA GRAB
DAN OVO TERHADAP PELANGGAN**

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Abstract: Grab is one of the largest online transportation application in Indonesia and ovo is one of top financial application in Indonesia. Ovo is a technology-based payment services company which uses emerging financial technologies to provide new ways for customers to live their lives. This study aims to analyze how the impact of the collaboration between grab and ovo on customer satisfaction. This research employs a qualitative approach by conducting interviews with 15 sam ratulangi university students as the informants, which were chosen through purposive sampling. Findings of this research shows that the collaboration between grab and ovo has a good and positive impact in order to improve the customer satisfaction, and also the collaboration between grab and ovo are effective to the all customers who become an informant in this research. Grab and ovo should to keep improve their service and quality, so it can make the customers stay and their can have customers loyalty.

Keywords: *online transportation, grab, ovo, collaboration, customer satisfaction*

Abstrak: Grab adalah salah satu aplikasi transportasi online terbesar di Indonesia dan ovo adalah salah satu aplikasi keuangan terbaik di Indonesia. Ovo adalah perusahaan jasa pembayaran berbasis teknologi yang menggunakan teknologi keuangan yang hadir untuk memberikan cara-cara baru bagi pelanggan untuk menjalani kehidupan. Studi ini bertujuan untuk menganalisa bagaimana dampak dari kolaborasi antara grab dan ovo terhadap kepuasan pelanggan. Penelitian ini menggunakan pendekatan kualitatif lewat mewawancarai 15 mahasiswa universitas sam ratulangi sebagai informan, yang dipilih melalui purposive sampling. Temuan dari penelitian ini menunjukkan bahwa kolaborasi antara grab dan ovo memiliki dampak yang baik dan positif dalam meningkatkan kepuasan pelanggan, dan juga kolaborasi antara grab dan ovo efektif untuk semua pelanggan yang menjadi informan dalam penelitian ini. Grab dan ovo harus terus meningkatkan layanan dan kualitas, sehingga dapat membuat pelanggan bertahan dan dapat meningkatkan loyalitas pelanggan.

Kata kunci: *transportasi online, grab, ovo, kolaborasi, kepuasan pelanggan*

INTRODUCTION

Research Background

By the increasing of modern technology it has a significant impact to all the aspect in Indonesia, such as transportation. The transportation are very important, especially to increase the accessibility of a region. Online transportation develops rapidly currently in Indonesia and even allows people to be able to order easily using their Smartphone. Online transportation is a fast transportation service, relatively inexpensive, easy to find, safe, comfortable and practical is a solution that is needed by the society. Online transportation has become an important role for all the society, many people using online transportation as they alternative way to go from one place to another. Nowadays, online transportation has become an important role for everyone and the demand of online transportation has been increasing for the daily needs of people especially for the students because, one of the most users of online transportation is students. One of the famous online transportation is Grab. Grab believes that every society must get the benefits from a digital economy, and companies provide access to safe and affordable transportation services, messaging services between food and goods delivery, also mobile and financial payment services.

The increasing number of internet users makes the number of online transactions also increase along with the development of technology for cashless payment system. One of Indonesia's top financial applications since 2017 is OVO. OVO is a technology-based payment services company which uses emerging financial technologies to provide new ways for customers to live their lives. Nowadays, Grab and OVO doing collaboration to facilitate customers in the transaction process through mobile payment services. In collaboration with Grab, OVO has a role as a cashless payment system in the Grab application. Since Grab is one of the famous online transportation in Indonesia and OVO in the Grab application is the only cashless payment system. Collaboration between Grab and OVO provides convenience and practicality for customers to pay for Grab trips without having to pay cash. In Manado, the demand of easy transaction and online transportation has growing rapidly. People might need online transportation and easy digital payment at the same time, but every customer or every people has their own experiences and impact towards them. In this research the researcher wants to analyze the impact of the collaboration between Grab and OVO on customer satisfaction.

Research Objectives

This research paper aims to:

To analyzing the impact of the collaboration between Grab and OVO on customer satisfaction.

THEORETICAL REVIEW

Marketing

In this theory marketing is the grand theory or the foundation in this research. This theory contains the thought from the expert to support this research. Marketing is the action of a business of promoting and selling goods and services. Marketing according to Kotler and Armstrong (2012), is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. For definition of managerial, marketing is often described as “The art of selling products” and “Marketing Management occurs when at least one party to the exchange of potentially thinking about how to achieve the desired response from the other party. McDaniel (2011) also stated marketing entails processes that focus on delivering value and benefits to customers, not just selling goods services, and/or ideas. The marketing management can be seen as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communication superior customer value (Kotler, 2009).

Consumer Satisfaction

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the product (Oliver, 1999). Kotler and Keller (2009) mentioned customer satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance or results of the product that is thought about the expected performance. Customer satisfaction in using online transportation can be influenced by the collaboration between Grab and OVO. The collaboration between Grab and OVO must have good quality of service so it can create its own value in customers' perception. Previous study have showed the significant

relationship between customer satisfaction and the collaboration between Grab and OVO. Rahardian (2018) said that Grab and OVO applications really give positive effect on customer satisfaction in order to use online transportation. The usefulness, ease of use, and enjoyment when customer use Grab and OVO make the customer want to reuse Grab and OVO.

Service Quality

Service quality is a customer's evaluation of service performance's perfection. Narteh (2018) states that the quality of services is determined by the difference between customer expectations, service provider performance, and actual service evaluations received. Service quality is a measurement of how well the level of service performance provided by a company compared to an expectations of the consumers (Parasuraman, Zeithaml, and Berry, 1985). Sari and Kustijanah (2012) founds that service quality had a positive and significant effect on customer satisfaction. If a consumer highly perceived service quality, the more customer satisfaction will increase.

Consumer Behavior

Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 1996). Belch (2012) stated that consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

Collaboration

Schrage (1995) defines collaboration in context of value creation as the process of shared creation: two or more individuals with complementary skills interacting to create a shared understanding that none had previously possessed or could have come to on their own. Camarinha and Abreu (2007) state that collaboration as a set tasks performed by the collaborative network members towards the achievement of a common goal. In this research explains about the collaboration between Grab and OVO. Grab and OVO must work together to achieve the same goal, which is to provide the best service to customers to influencing customer satisfaction. With this collaboration, the main goal of the collaboration between Grab and OVO is to make it easier for customers in the transaction process when using online transportation. So, if they succeed in achieving that goal, they can create its own value in customer perception to get customer satisfaction.

Online Transportation

Online transportation is a vehicle that is used as a transfer from one place to another with certain institutions responsible for ownership and operation of related transportation, the most important of which is sophisticated machine-based transportation equipped with position tracking features. Online transportation is an implementation of Road Traffic and Transportation that runs by following and utilizing online and application-based development of science technology both for ordering and payment. Using an online transportation services, makes it easy for people to go from one place to another. One of the famous online transportation is Grab. Grab believes that every community in Southeast Asia must get the benefits from a digital economy, and companies provide access to safe and affordable transportation services.

Previous Research

Rahardian (2018) conducted study about the influence of perceived usefulness, perceived of ease of use, m-payment experience and perceived enjoyment on admission of use of OVO payment technology in Grab TAM method. The results showed the perceived usefulness, perceived of ease of use, m-payment experience and perceived enjoyment are obtained significantly influence the acceptance of technology use.

Chin, Lai, and Tat (2018) studied about determinants of brand image and their impact on purchase intention of Grab. The results showed the study are significant to Grab to develop marketing strategies in order to attract more customers to use its digital platform for car sharing service.

Charbatzadeh, Chipulu, and Marshall (2016) examine determinants of satisfaction with campus transportation services: implications for service quality. The results from the analysis showed that managerial attention to service user experience does not only hold the key to ongoing competitive success in campus

transportation service but also that those services can be significantly enriched through greater managerial attention to the interface between risk of financial loss and service quality.

Conceptual Framework



Figure 1. Conceptual Framework

Source: *Data Analysis Method*, 2019

Figure 1 shows that this study aims to find out how is the impact of the collaboration between Grab and OVO on Sam Ratulangi University students.

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. Denzin and Lincoln (1994) mentioned that qualitative research involves the studied use and collection of a variety of empirical materials - case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts that describe routine and problematic moments and meanings in individuals' lives. Accordingly, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

Population, Sample, and Sampling Technique

The target population and sample are explained below, include the sampling technique in order to describe the respondents or informants criteria before doing the research.

Population

In a research, population can be defined as the target of the research, respondents or participants that help the researcher by giving information that are related with the research topic. Because qualitative research is based on certain case in a certain social situation where the result is not being applied to the population, but is transferred to other place in similar social situation with the case being studied, therefore the term 'population' is not used in qualitative research, in qualitative research it is called 'social situation'. Social situation are consist of three elements such as place, actors, and activity (Spradley, 1980). This research is more focus on the customer and activity to analyze the respondent or informant satisfaction and response about the impact of the collaboration between Grab and OVO. The population of this research is Sam Ratulangi University students that have been using Grab as an online transportation and OVO for the transaction process in Grab.

Sample

A sample is the selected people chosen for participation in a study. Sugiyono (2007) stated that sample in qualitative research is not called as respondent, but as a sources, participant, informant, friend and teacher in research process. This research take about 15 informants that have been using Grab as an online transportation and OVO for the transaction process in Grab.

Sampling Technique

This research is using purposive sampling. Purposive sampling is a technique to collect data sample of data source with some consideration like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Method

Data collection method are important by providing useful information to understand the process before gaining the result. In this research, data collection method use primary data.

Primary Data

Primary data is the data that collected first by the researcher in order to get the result of the interview and also all the information data researcher have of the research. Sekaran and Bougie (2010) stated that interview is a useful data collection method for exploratory research. In this research, the primary data will be gain using in-depth interview with the respondents. In-depth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent. In this research, the interviews were held face-to-face.

Operational Definition of Research Variables

Table 1. Operational Definition and Indicators

Variable	Definition	Indicators
Online Transportation	Online transportation is a vehicle that is used as a transfer from one place to another with certain institutions responsible for ownership and operation of related transportation, the most important of which is sophisticated machine-based transportation equipped with position tracking features. Online transportation is an implementation of Road Traffic and Transportation that runs by following and utilizing online and application-based development of science (technology) both for ordering and payment.	<ul style="list-style-type: none"> - Quality - Frequents - Accessibility - Affordability

Source: Author's Note, 2019

Table 1 shows that the discussion is about the definition of the variable that will use in this research. The variable is Online Transportation.

Steps in Qualitative Data Analysis

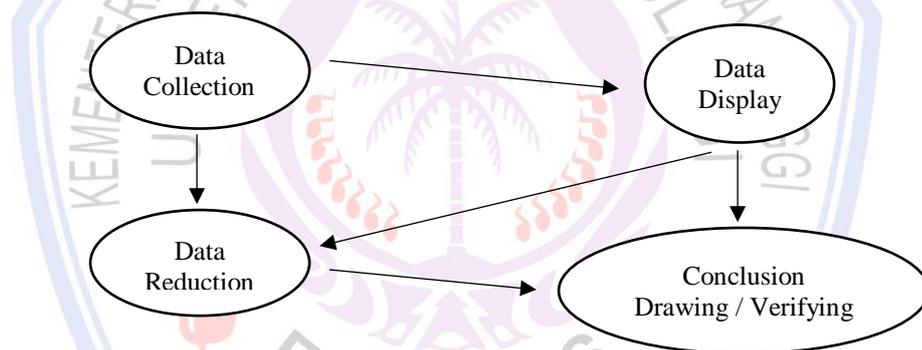


Figure 2. Steps in Qualitative Data Analysis

Source: Research Methods for Business, 2019

Figure 2 shows that the step that will use in this research which is the step of qualitative data analysis because this research using qualitative data analysis in order to get the best result through step by step.

RESULT AND DISCUSSION

Result

This research uses qualitative method which is in-depth interview as the tool to gain the information from the informants. The population of this research is all the informants who have been used Grab as an online transportation and have ever used OVO for the transaction process in Grab and the sample took all 15 informants.

Table 2. Characteristics of Informants

No.	Informant	Name of Informant	Gender	Age
1.	Informant 1	Keisy Mawey	Female	22 nd
2.	Informant 2	Wulandari Adoeng	Female	21 st
3.	Informant 3	Aprillia Tamburian	Female	22 nd
4.	Informant 4	Jackly Tumangkeng	Male	22 nd
5.	Informant 5	Jeniffer Humbas	Female	22 nd
6.	Informant 6	Abigail Wungow	Female	22 nd
7.	Informant 7	Meygitta Mamahit	Female	22 nd
8.	Informant 8	Junior Dewantara	Male	21 st
9.	Informant 9	Renny Daud	Female	21 st
10.	Informant 10	Fiorentina Sendow	Female	21 st
11.	Informant 11	Kezia Soetanto	Female	21 st
12.	Informant 12	Nobian Erlangga	Male	21 st
13.	Informant 13	Avigayil Massie	Female	21 st
14.	Informant 14	Kintan Kainde	Female	21 st
15.	Informant 15	Nada Rugian	Female	20 th

Source: Primary Data, 2019

Table 2 shows that here are 15 informants who have been using Grab as an online transportation and used OVO for the transaction process in Grab. There are 12 female informants and 3 male informants.

Table 3. Coding Categorizing

No	Informant	Quality	Supporting Factors	Frequent
1.	Keisy Mawey	The collaboration between Grab and OVO is an innovative and great idea, because the quality of both applications is very good since until now, she has not find any trouble using the application. The collaboration has impacted her transportation activity by giving an easier, effective, and time saving benefits for her daily activity. Also OVO has giving her an easiness in terms of transportation activity.	Easiness and effectiveness when she used Grab as an online transportation.	5-10 times in a week
2.	Wulandari Adoeng	The collaboration between Grab and OVO is very good, because nowadays more people are using e-money in terms of transaction. Grab and OVO already has a good quality, still maintain and develop as she said. And from the collaboration is very helpful for her daily activities especially in terms of transactions, such as going to campus or everywhere without having to carry cash, because transactions can be done by using OVO application.	An affordable price especially for student college.	1-3 times in a week
3.	Aprillia Tamburian	The collaboration between Grab and OVO is effective, sometimes only there is interference from the server which makes it difficult for customers to access the application, but overall the quality of both application are very good as she said. The impact from the collaboration she can saving money because there are a lots of discount and saving time because by using Grab is faster to go the destination location	The price is affordable because a lots of promotions of Grab application.	Everyday

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|----|-------------------|--|--|---------------------------------|
| 4. | Jackly Tumangkeng | The collaboration between Grab and OVO already has a very good quality, in this digital era Grab and OVO already set the goals of the collaboration, which is to accelerate user growth and it is really happening. From the collaboration, he is satisfied with the service, special offers, the discounts, and cashback. Everything becomes a value proposition for both of them. | An affordable price because the price of Grab is a bit cheaper rather than another online transportation application. | More or less 8 times in a month |
| 5. | Jeniffer Humbas | The collaboration between Grab and OVO is effective, because with the collaboration makes it easier for customer in the transaction process. For her personally, the quality of both application is pretty good, because through the collaboration has impacted her there is no need to feel tired of driving and she can pay the service of Grab through practical application such as OVO. | The price is affordable because the discounts that given by OVO and it very helpful for saving transportation cost especially for student college. | 3-4 times in a month |
| 6. | Abigail Wungow | The collaboration between Grab and OVO, in addition to make it easier for customers, also brings mutual benefits to each company. Grab and OVO already has a good quality, so with the collaboration give the positive impact for her. Like she said that Grab is the most recommended application for online transportation because has a lot of code promo, and OVO also has lots of discounts, so she can save her money and used for other important things. | Her house is far away, so she used Grab because has a lots of code promo that make the price is affordable. | 2-3 times in a month |
| 7. | Meygitta Mamahit | The collaboration between Grab and OVO is effective and already has a good quality. Because from the collaboration, she get the specific impact that help her to get transportation anytime and anywhere with low prices. | Using Grab application is easy to understand by users and Grab has a lots of code promo that will make the price is affordable. | Everyday |
| 8. | Junior Dewantara | The collaboration between Grab and OVO is fairly successful. According to him, the quality of both application already good enough and quite satisfying, hopefully in the future the quality of service will be further improved. For him, the impact from the collaboration is easiness and efficiency in the payment process when using Grab because of OVO. | Easiness in the payment process by using OVO application and the price he had to pay was affordable. | 2-3 times in a week |
| 9. | Renny Daud | The collaboration between Grab and OVO is effective and both application already has very good quality, because through the collaboration people get easier to pay Grab using OVO application. And the specific impact from the collaboration is very helpful for all the customers. | The discount that given by OVO makes the price was affordable, so it very helpful to save her transportation costs. | Everyday |

10	Fiorentina Sendow	The collaboration between Grab and OVO is effective for both side, the customers, and the drivers. And the quality of both applications can be disruption, but overall the quality is not that bad. So, from the collaboration she got the impact that she can save more time and money using the Grab and OVO application.	Grab has a lots of code promo and it is very affordable price for us as a student.	4-5 times in a day
11.	Kezia Soetanto	The collaboration between Grab and OVO already has a pretty good quality, because both of them always updated and follow the development of users. Overall, in the presence of the collaboration between Grab and OVO is very helpful for all the customers that using Grab application.	Very profitable for her as a student, because by using OVO she get a lot of discounts that make the price of Grab is affordable.	Everyday
12.	Nobian Erlangga	The collaboration between Grab and OVO already have good quality, because OVO application has been growing, so has Grab. With the collaboration between Grab and OVO, provide specific impact to him that the more promotions that given, the more frugal we are.	Easy to use the application and easy to find the drivers of Grab.	Several times
13.	Avigayil Massie	The collaboration between Grab and OVO is a smart way to get profits for one to another, it is a win-win solution for both of them. Both of them already has a good quality. From the collaboration has impacted her that her can do everything a lot easier, and can save money even though she had to go somewhere 4-5 times in a day.	Grab makes everything's easier and also Grab provide so many promotions.	Everyday
14.	Kintan Kainde	The collaboration between Grab and OVO is a really compatible collaboration. Grab and OVO already have a very good quality. From the collaboration, make life goes easier, people don't need to be worry to go everywhere, because Grab can quickly help, also help people to control they expense by using OVO.	Grab has best features inside the application so make the users easy to use.	Everyday
15.	Nada Rugian	The collaboration between Grab and OVO has very good quality, especially in the current competitive digital area, most people don't wants to do complicated things, so with good quality of online transportation and e-payment make these two applications more quality. In this digital area, Grab and OVO are very influential for the benefits of people in using services or making transactions.	By using Grab is easy and fast to order transportation only through the application.	Everyday

Source: Primary Data, 2019

Table 3 shows that the coding from all the answers that were collected from all the informants, in coding categorizing researches put all the important things according to the indicators about analyzing the quality of the collaboration between Grab and OVO, the supporting factors such as accessibility and affordability, and the frequents they used Grab as an online transportation.

Discussion

The purpose of this research is to know how the impact of the collaboration between Grab and OVO on customer satisfaction. Based on the interview from all the informants, in this case 15 informants, 12 female and 3 male to be interviewed. The collaboration between Grab and OVO is fairly successful, because through this collaboration customer get easier to pay for Grab trips without having to pay cash. Through interviews from all the informants proved that the collaboration between Grab and OVO is such a useful innovation to make customer easier in the transaction process and also get the benefits from this collaboration especially for college student who are the informants in this research, because through this collaboration they can get a lot of discount that given by OVO when they use Grab as an online transportation. It's very profitable for them as a college student. The ease of use and the usefulness of Grab and OVO applications attract people to use these applications, Rahardian (2018) supports this result with said Grab and OVO are well received by the customer because, it can make them easier and more enjoy use online transportation. The findings of this research showed that the collaboration between Grab and OVO has a good and positive impact that very useful and helpful for daily activities in order to improve the customer satisfaction, and also the collaboration between Grab and OVO are effective to all the customers who become an informant in this research. Grab and OVO should to keep improve their service and quality, so it can make the customers stay and their can have customers loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the result and discussion of the previous chapter it can concluded that the impact of the collaboration between Grab and OVO has a good and positive impact especially for Sam Ratulangi University students, who are the informants in this research. All the informants have used Grab as an online transportation and OVO for the transaction process in Grab. Through this collaboration all the informants are very satisfying with the presence of the collaboration between Grab and OVO, because is very useful and helpful for their daily activities. Grab as an online transportation is easy to find and OVO application is easy to use, also the prices is very affordable. All the informants has the same experience when using Grab and OVO, although there are some informants has a bad experience when using Grab and OVO, but they said it's not a big problem they still loved to using both applications. The collaboration makes customer easier and both applications have gained the trust of customers.

Recommendations

This research has been conducted in order to explore generally about the impact of the collaboration between Grab and OVO on customer satisfaction. Here are some recommendation proposed and found with this research for the Grab as an online transportation and OVO, the customer, universities, and for the next researcher are purposed as follows:

1. For the Grab and OVO as an online transportation and e-money application, this is can be a good reference to keep improving the service and quality in order to make customers stay or can have customers loyalty.
2. For the consumer, it might be good feedback for them, because through this research they will get to know about the feedback, respond, and also people opinion about the impact of the collaboration between Grab and OVO to the customer and they could improve by knowing the feedback itself.
3. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the impact of the collaboration between Grab and OVO to the customer.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about the impact of the collaboration between Grab and OVO to the customer.

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