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THE INFLUENCES OF PROMOTION, PERCEIVED EASE OF USE AND PRICE TO PURCHASE INTENTION OF INDRIVE IN MANADO

PENGARUH PROMOSI, KEMUDAHAN PENGGUNAAN DAN HARGA TERHADAP NIAT PEMBELIAN INDRIVE DI MANADO

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Absract: This study aims to analyze the influence of Promotion, Perceived Ease of Use and Price to Purchase Intention. The researcher used InDrive users in Manado as object. Quantitative research is used for testing objective theories by examining the relationship of variables. The number of samples used in this study is 100 respondents, aged 18-26, sampling method that was used is random sampling, with questionnaire as a tool in collecting data. Multiple regression analysis is used to analyze the relationship between dependent variable and two or more independent variable. The result shows that Promotion have no influence on Purchase Intention, Perceived Ease of Use have no influence on Purchase Intention, Price has a positive and significant effect on Purchase Intention and Promotion, Perceived Ease of Use and Price simultaneously have a significant effect on Purchase Intention.

Keywords: Promotion, Perceived Ease of use, Price, Purchase Intention

Abstrak: *Penelitian ini bertujuan untuk menganalisis pengaruh Promosi, Persepsi Kemudahan Penggunaan dan Harga terhadap Niat Beli. Peneliti menggunakan pengguna InDrive di Manado sebagai objek. Penelitian kuantitatif digunakan untuk menguji teori objektif dengan menguji hubungan variabel. Jumlah sampel yang digunakan dalam penelitian ini adalah 100 responden, berusia 18-26 tahun, metode pengambilan sampel yang digunakan adalah random sampling, dengan kuesioner sebagai alat pengumpulan data. Analisis regresi berganda digunakan untuk menganalisis hubungan antara dua variabel terikat atau lebih dan variabel bebas. Hasil penelitian menunjukkan bahwa Promosi tidak berpengaruh terhadap Niat Beli, Persepsi Kemudahan Penggunaan tidak berpengaruh terhadap Niat Beli, Harga berpengaruh positif dan signifikan terhadap Niat Beli dan Promosi, Persepsi Kemudahan Penggunaan dan Harga secara simultan berpengaruh signifikan terhadap Niat Beli.*

Kata Kunci*: Promosi, Persepsi Kemudahan Penggunaan, Harga, Niat beli*

INTRODUCTION

Research Background

Online ride-hailing application is one example of industry 4.0, it is a useful service for customers and a beneficial app for drivers, the online taxi industry was begun by a few companies around the world, but Uber is often credited with popularizing the concept. This service implements the B2C (Business to Consumer) e-commerce system which makes it simpler for customers to get what they need by simply downloading the ride-sharing application and then place an order online via customer's smartphone. The popularity of ride-hailing services has disturbed the traditional taxi industry and changed the way people think about transportation. Nowadays, ride-hailing services are a common thing in many cities and have become a fundamental part of the transportation landscape. The success of Uber inspired other companies to start their own ride hailing-app services, one of them is InDrive.

InDrive (previously known as InDriver), is an international ride-hailing service, it is one of the fastest developing international passenger transport service working on the peer-to-peer pricing model, all conditions of

the trip are decided in the app as a result of an agreement between passengers and drivers. According to Butcher, the fees that takes from drivers' receipts average 5–8% of the fare, which is significantly less than other major ride-hailing services. Passengers make all payments for rides directly to drivers in cash or non-cash settlements. InDrive is relatively new in the Indonesia ride-hailing market, unlike other ride-hailing services, InDrive does not set fixed prices for its rides. Instead, passengers can enter their desired destination and a recommended fare, and drivers can choose to accept or decrease the ride based on the recommended fare. Passengers and drivers can at that point negotiate the fare until they reach an agreement, and the passenger can at that point book the ride.

The unique business model and adaptable pricing structure of InDrive have helped the service gain popularity in Indonesia. Based from the data.ai data, InDrive has experienced a 45% year-by-year increase in downloads, increasing from 42.6 million in 2021 to 61.8 million in 2022. InDrive has effectively become the 2nd most downloaded online transportation application around the world based on Google Play and App Store (only available in App Store in China). InDrive grew rapidly in 2022, with an 88% year-on-year gross revenue increase. The number of countries where inDrive operates reaches 47, up from 37 in 2021, as inDrive expands its team by 1,000 people in 2022 to reach 2,700 employees located in 17 offices around the world. Although the growth of InDrive around the world is high, in Indonesia it is still remains to be seen whether InDrive can compete with other big ride-hailing services in the country, such as other big online transportation namely Gojek and Grab.

There are several aspects that can influence purchase intention in using online transportation service, one of them is promotion. Sale is communication function of company which has responsible to inform, persuade and invite prospective customers (Zikmund, 2011). Brata, Husani, and Ali (2017) point high degree of correlation has positive relationship. This study result shows that the better the advertising, the better the customer's purchasing decision. Promotion is one of the factors that determine the success of a company's sales strategy. The next aspect is perceived ease of use, Perceived ease of use is recognized as an important factor for researching and measuring user acceptance of a particular technology. According to Dutta (2016), an important motivating factor for consumers' intention to use technology is perceived ease of use. Perceived ease of use are considered basic functional factors in consumers' online purchase intentions. Adjusted from Davis's (1989) definition, the perception of ease of use in this study is considered as the degree to which customers feel the ease of interaction with online shopping sites and are able to get the product information that they are looking for. Thus, the perceived ease of use has an important influence. Since consumers find it easy to interact with online shopping sites to find product information and transact online, they will perceive online shopping as more valuable and profitable (Dutta, 2016).

Another aspect that is needs to be considered is price. According to Gherasim and Gherasim (2019), price is one of the factors that have a significant influence on consumer purchase intentions. If the selling price of a product is too high, there is a possibility that consumers will switch to competing products or substitute products. When consumers compare prices and product features, consumers tend to be rational. Consumers compare the benefits of money obtained with the price to be paid. Several other studies have also stated that price is an important consideration and has an influence positive on purchase intention. When consumers are in the decision-making process, price is the product attribute that is most often considered when evaluating products (Thabit and Raewf, 2018; Simanjuntak, Sumarwan, and Situmorang, 2020; Pham and Huynh, 2020).

Research Objectives

1. To find out the influence of promotion to customer's purchase intention in using InDrive as a transportation service.
2. To find out the influence of perceived ease of use to customer's purchase intention in using InDrive as a transportation service.
3. To find out the influence of price to customer's purchase intention in using InDrive as a transportation service.
4. To find out the influences of promotion, perceived ease of use and price to customer's purchase intention in using InDrive as a transportation.

THEORETICAL FRAMEWORK

Marketing

Definition of marketing according to Kotler and Keller (2016) is the art and science of choosing target markets and gaining, retaining and growing customer by creating, delivering, and communicating superior customer value.

Promotion

According to Kotler and Keller (2016), Promotion is an activity that the consumers can get the product they want at a lower price is a form of encouragement that always succeeds in increasing purchase.

Perceived Ease of Use

According to Davis (1989), Perceived ease of use is the extent to which users believe that using the system will be free from difficult efforts.

Price

Stanton (2012) explains that price can be interpreted as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities needed to obtain a product.

Purchase Intention

Kotler and Keller (2016) stated that a purchase intention is a form of behavior by consumers who have a desire to buy a product based on the desire, experience of use, and desire for the product of a product.

Previous Research

Waluyono (2014) analyzed the effect of product quality and price on purchase intention of Adidas shoes among the students in Yogyakarta. This study used the variable Quality Products (X1) and Price (X2), and Purchase Intention (Y). Variable measurement techniques using an interval scale, responses or opinions expressed by the question of scoring values were in the range of 1 to 5 on each scale. The population in this study were students in Yogyakarta ever buy and wear Adidas shoes in Yogyakarta. Samples were taken by 160 respondents. But, good questionnaires are 149. Based on the results of studies that have been conducted have found that: a). Product Quality has positive effect on purchase intention factors are acceptable. b). Price factor has positive effect on purchase intention factors are acceptable.

Moslehpour et al. (2018) proposed a new model by partially combining personality traits (PT) and Technology Acceptance Model (TAM) attributes to examine the influences of personality characteristics (conscientiousness, openness) and perception of technology (perceived usefulness, perceives ease of use) on e-purchase intention. They used truncate sampling technique and survey questionnaire to target the sample of Taiwanese online consumers and collect data. They found that consciousness (CON) (personality attribute) significantly influences perceived usefulness (PU) (technology perception attributes), perceived ease of use (PEOU) (technology perception attributes) and openness to experience (OPE) (personality attribute). PU, PEOU and OPE have significant impacts on e-purchase intention (INT). PEOU has the strongest positive impact on (INT). In addition, PU, PEOU and OPE combined together mediate the relationship between CON and INT. Further post hoc analysis of the mediation shows that both PU and PEOU are sustainable mediators. However, OPE is not a significant mediator.

Fajri (2022) examined the influence of Marketing Mix (7Ps) on consumer purchase intention on Islamic banking products such as savings with Mudharabah type, and the implication to the purchase intention to have mortgages (PKR Sejahtera) which will give the impact to the increment of net profit. This research used quantitative method with the population is the customer of Bank Aceh Syariah and analyzed by using SmartPLS version 3. The population then simplified with found out the sample by using Tabachnick & Fidel, which results the sample is 106 people and surveyed with a Likert scale. This research found out that Place are significant factors to purchase intention to have sharia savings account at Bank Aceh Syariah. While, Promotion is the only significant factor that impact the purchase intention to have sharia mortgage account.
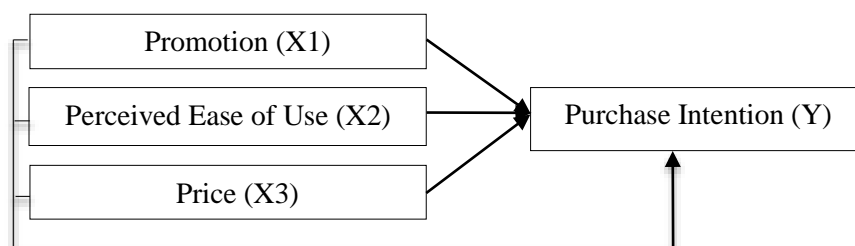
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review (2023)

Research Hypothesis

H1: Promotion have a positive influence on Purchase Intention.

H2: Perceived Ease of Use have a positive influence on Purchase Intention.

H3: Price have a positive influence on Purchase Intention.

H4: Promotion, Perceived Ease of Use and Price have a positive influence on Purchase Intention.

RESEARCH METHOD

Research Approach

The method that is being used in this research is the quantitative approach. According to Creswell (2014), Quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion. The reason why quantitative method is used in this research paper is due to many times, researchers are interested in describing the number of people involved in certain behaviours or holding specific beliefs. Some want to make use of archival data that have been collected by others over the years, such as all the information gathered during a census. Others like to focus on explaining the way people behave or predicting how they might act in the future (Nardi, 2018). For all the reasons above the use of quantitative research is the method that will be used in this paper.

Data Collection Method

The sampling method that was used is random sampling, by using questionnaire as the main tool in collecting data. Random sampling ensures that the sample obtained is representative of the entire population. All members of the population have an equal chance of being selected, reducing the potential for bias. This makes the sample more likely to accurately reflect the characteristics, diversity, and variability present in the population.

Operation Definition of Research Variables
Table 1. Operational Definition and Indicator of Research Variables

Variables	Definition	Indicator
Promotion	Promotion is the idea of any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue, most of the time persuasive in nature (Rajagopal, 2007).	1. Advertising 2. Sales Promotion 3. Public Relations and Publicity 4. Direct Marketing
Perceived ease of use	Perceived ease of use is a level or situation where a person believes that using a certain system does not require any effort whatsoever (Irfan and Nurafni, 2016).	1. Perceived Usefulness 2. Complexity 3. Ease Of Learning 4. Familiarity 5. User Interface Design
Price	Stanton (2012) explains that price can be interpreted as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities needed to obtain a product.	1. Price Affordability 2. Price Match with Product Quality 3. Price Competitiveness 4. Price Match with Benefits
Purchase Intention	According to Kotler and Keller (2016) a purchase intention is a form of behavior by consumers who have a desire to buy a product based on desire, experience of use, and desire for the product of a product."	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest

Testing of Research Instruments
Validity and Reliability Tests

The validity test is utilized to decide whether the estimations are without a doubt capturing the expecting results (Kabir, 2016). The degree to which thought is precisely measured in a quantitative study is known as validity. There are three distinctive sorts of validity: content validity, where the instruments precisely capture all

aspects of the study; construct validity, where the instruments capture the intended construct; and criterion validity, which looks at whether the instruments are comparable to other instruments that measure the same variable.

Reliability refers to the consistency and reproducibility of measurements. Reliable measurements consistently give the same results (Kabir, 2016). Metric consistency affects reliability. The reliability test has three characteristics: Homogenity, stability, equivalence. Homogeneity refers to the degree to which all items on the scale rate the same structure. Equivalence, on the other hand, refers to the consistency of responses from different users of the scale.

Classical Assumption Tests
Normality Test
Normality tests are used to determine whether the independent and dependent variables are normally distributed. Data are satisfactory for research only if they are normally distributed. If the Kolmogorov-Smirnov probability value (sig) is greater than 0.05, the data can be considered normal (Ghozali, 2011).

Heteroscedasticity Test
Heteroscedasticity occurs when the residual variances of a sig va model are not equal or constant across observations. The regression model is considered good if there is no heteroscedasticity. The Glejser test method is used to perform a heteroscedasticity test by computing a regression between the independent variable and the dependent variable, the absolute residual. For variables with Sig. values greater than 0.05, heteroscedasticity does not occur. Conversely, if the value of the sig. variable is less than 0.05, there is heteroscedasticity.

Multicollinearity Test
Multicollinearity exists when there is a perfect or near-perfect linear relationship between the independent variables. This is done by looking at the Variance Inflation Factor (VIF) and tolerance level. Multicollinearity is not present if the measured VIF is less than 10 and the tolerance level is greater than 0.10.

Multiple Linear Regression Analysis
Regression analysis is a statistical technique used to model and analyze the relationship between a dependent variable (also called a response variable) and one or more independent variables (also called explanatory or predictor variables) is. Multiple regression analysis is another type of regression analysis that allows you to analyze the relationship between your dependent variable and two or more independent variables. Since this paper uses more than one independent variable, the multiple regression analysis equation becomes:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y   : Dependent Variable
α   : Constant
$\beta_1 \beta_2 \beta_3$: regression coefficient of each variable
X1   : Promotion
X2   : Perceived ease of use
X3   : Price
e   : error
β_0 : intercept or constant

Hypothesis Testing
T-Test
A T-test is a statistical hypothesis test that follows a T-distribution if the null hypothesis turns out to be true.. A T-test can be used to create a P-plot that shows the degree of mean difference between two variables.. Here are the following T-test criteria:
a. If the calculated t > t table, then Ha is accepted and Ho is rejected, indicating a large influence between the variables.
b. If the calculated t < t, the t table accepts Ho and rejects Ha, indicating no significant effect between the variables.

F-Test

An F test is a test that uses the F distribution under the null hypothesis by comparing the proportions of two variables. The F test is used to compare models fitted to a data set to determine whether the model for the sample data best fits the population. Here are the criteria for F Test:

a. If f calculates > f table then Ha is accepted and Ho is rejected. This shows that there is a large influence between variables.
b. If f calculates < f table, Ho is accepted and Ha is rejected, indicating no significant effect between the variables.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Table 2. Validity Test Result

Variable	Indicator	r-count	r-table	Result
Promotion (X1)	X1.1	0.440	0.195	Valid
	X1.2	0.547	0.195	Valid
	X1.3	0.556	0.195	Valid
	X1.4	0.568	0.195	Valid
Perceived Ease of Use (X2)	X2.1	0.510	0.195	Valid
	X2.2	0.594	0.195	Valid
	X2.3	0.579	0.195	Valid
	X2.4	0.494	0.195	Valid
	X2.5	0.544	0.195	Valid
Price (X3)	X3.1	0.517	0.195	Valid
	X3.2	0.572	0.195	Valid
	X3.3	0.554	0.195	Valid
	X3.4	0.531	0.195	Valid
Purchase Intention (Y)	Y.1	0.442	0.195	Valid
	Y.2	0.424	0.195	Valid
	Y.3	0.426	0.195	Valid
	Y.4	0.511	0.195	Valid

Source: Data Processed 2023

Based on Table 2, it shows that all indicator variables have a Pearson correlation value greater than r table (0.195). In conclusion, the entire statement of the research variable is valid.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Result
Promotion (X1)	0.720	Reliable
Perceived Ease of Use (X2)	0.718	Reliable
Price (X3)	0.718	Reliable
Purchase Intention (Y)	0.720	Reliable

Source: Data Processed 2023

It has been shown in table 3 that variables have a Cronbach's alpha value more than 0.6 thus making the measuring instrument is reliable.

Classical Assumption Tests
Normality Test

The graphing data (points) are in line with the diagonal line, this demonstrates that the regression model fits the normality requirement.
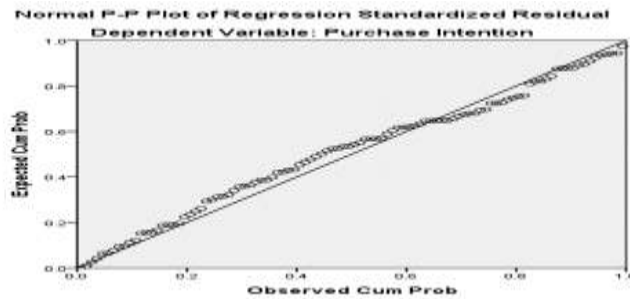
Figure 2. Normality Test Result
Source: Data Processed 2023

Heteroscedasticity Test

Figure 3. Heteroscedasticity Test Result
Source: Data Processed 2023

Figure 3 shows that the pattern points is spreading above and below point zero. This shows that there is no heteroscedasticity in the test result.

Multicollinearity Test
Table 4. Result of Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	**VIF**
1	Promotion	.460	2.173
	Perceived Ease of Use	.479	2.088
	Price	.500	2.000

a. Dependent Variable: Purchase Intention
Source: Data Processed 2023

Table 4 shows that the VIF value of each variable is less than 10. It can be concluded that the data did not have multicollinearity.

Multiple Linear Regression Analysis
Table 5. Multiple Linear Regression Analysis Result

		Coefficients^a				
Model		**Unstandardized Coefficients**		**Standardized Coefficients**		
		B	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	1.525	1.825		.835	.406
	Promotion	.177	.142	.141	1.245	.216
	Perceived Ease of Use	.079	.104	.085	.766	.445
	Price	.589	.128	.498	4.601	.000

a. Dependent Variable: Purchase Intention
Source: Data Processed 2023

The multiple linear regression equation model obtained is as follows:

$$Y = 1.525 + 0.177X_1 + 0.079X_2 + 0.589X_3 + e$$

The Interpretation of the equation is:
1. Promotion (X1) coefficient value of 0.177 means that if there is one unit increase in promotion (X1), then the purchase intention (Y) will increase by 0.177
2. Perceived ease of use (X2) coefficient value of 0.079 means that if there is one unit increase in perceived ease of use (X2), then the purchase intention (Y) will increase by 0.079
3. Price (X3) coefficient value of 0.589 means that if there is one unit increase in price (X3), then the purchase intention (Y) will increase by 0.589

Hypothesis Testing
Partial Hypothesis Test (t-Test)
      Based on the table 5, the testing of the hypothesis (H) obtained are:
1. There is no influence of promotion (X1) on purchase intention (Y). It is known from the table that promotion variable has a t-value of 1.245 which is less than the t-table of 1.988 and a significant value of 0.216 which is greater than 0.05. Thus the H1 hypothesis "There is influence of Promotion on Purchase Intention in Manado" is rejected.
2. There is no influence of perceived ease of use (X2) on Purchase Intention (Y). It is known from the table that perceived ease of use variable has a t-value of 0.766 which is less than the t-table of 1.988 and a significant value of 0.445 which is greater than 0.05. Thus the H2 hypothesis "There is influence of Perceived Ease of Use on Purchase Intention in Manado" is rejected.
3. There is influence of Price (X3) on Purchase Intention (Y). It is known from the table that price variable has a t-value of 4.601 which is greater than the t-table of 1.988 and a significant value of 0.000 which is less than 0.05. Thus the H3 hypothesis "There is influence of Price on Purchase Intention in Manado" is accepted.

Simultaneous Hypothesis Test (F-Test)
Table 6. Simultaneous Test (F-Test) Result

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	223.179	3	74.393	24.844	.000[b]
	Residual	287.461	96	2.994		
	Total	510.640	99			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Price, Perceived Ease of Use, Promotion
Source: Data Processed 2023

      Based on the table 6, the f count is 24.844 and the value of sig. is 0.000, with the value of f table is (4-1, 100-4) = 2.70. Resulting in H0 is rejected, Ha is accepted, the variables promotion (X1), perceived ease of use (X2), Price (X3), together have a significant effect on purchase intention (Y).

Discussion
Promotion and Purchase Intention
      The result did not support hypothesis H1, contrary to the expectation of the researcher, the data shown is not statistically significant. This study indicate that Promotion does not influence the respondent's purchase intention of InDrive in Manado. This shows that people of Manado does not pay attention to Promotion before using the service of InDrive. This study is similar to Ahsanti, Suhud, and Rahmi (2022) that have resulted in no influence of Promotion to Purchase Intention. In this study, the researcher investigated the effects of the Covid-19 outbreak had disrupted laborintensive industries. The Ministry of Manpower only assists affected workers with a pre-employment card policy. The policy has yet to be able to cover all the workers affected by the layoffs. Finally, from the impact of the Covid-19 pandemic, many workers have switched professions to become online businesses and market their products on social media. With this phenomenon, researchers want to know the factors that cause consumer purchase intentions when sellers promote goods through live streaming on social media. The result shows that Promotion have no influence on Purchase Intention. Inadequate Targeting might explain why Promotion does not influence Purchase Intention. The company's promotions might have not effectively reached

or resonated with the intended audience. It's reasonable that the impact on purchase intention would be limited if the promotional messages did not fit the interests and demands of the target consumers.

Perceived Ease of Use and Purchase Intention

The result did not support hypothesis H2, as the relationship between Perceived Ease of Use and Purchase Intention was not found to be statistically significant. The lack of significant relationship between Perceived Ease of Use and Purchase Intention implies that, contrary to the initial predictions, Perceived Ease of Use had no direct impact on respondent's intention to make a purchase in this study. It's possible that in the context of this research, other variables might have played a more dominant role in shaping consumers' Purchase Intention. For instance, factors like Promotion and Price could have overshadowed the influence of Perceived Ease of Use. The research that provides an explanation of this relationship is Asnawati et al. (2021), the researchers investigated that purchasing decisions on the Traveloka application has experienced a significant decline since the Covid-19 pandemic outbreak. Ticket returns and refunds that occur due to travel restrictions have resulted in a decline in Traveloka's brand image. The result shows that Perceived Ease of Use have no influence on Purchase Intention. The decision to make a purchase is often influenced by a multitude of factors beyond Perceived Ease of Use. Aside from Perceived Ease of Use, a variety of factors influence purchasing decisions. Consumers look at not only how simple a product is to use, but also its entire value proposition, potential benefits and relation to their needs. The complexity of purchasing decisions may have reduced the direct influence of Perceived Ease of Use on Purchase Intention.

Price and Purchase Intention

Based on the result above, the analysis support Hypothesis H3, as the data shown positive influence between Price and Purchase Intention. This study found that Price has a positive influence on Purchase Intention. It implies that customers consider price to be an important element when making purchasing decisions. The desire of customers to buy increases in line with price increases. This suggests that price, as a variable, has a significant influence using InDrive. This study is similar to the research by Lien et al. (2015) that investigates the direct and indirect effects of Brand Image, Price, Trust, and Perceived Value on customer booking intentions, as well as gender differences in online hotel booking. The result shows that Price is found to have a positive impact on Value and Purchase Intentions. The positive influence between Price and Purchase Intention indicates that consumers are more inclined to evaluate a product's worth and benefits in relation to its cost. This research suggests that price is an important factor for customers, Influence their Purchase Intention. Pricing that is considered as fair and reasonable may lead to stronger Purchase Intention.

Promotion, Perceived Ease of Use and Price to Purchase Intention

It can be concluded from the result above that Hypothesis H4 is accepted, which means that Promotion, Perceived Ease of Use and Price simultaneously influence Purchase Intention of InDrive in Manado. These three factors altogether influence customers' Purchase Intention. An effective marketing plan with the interaction of Promotion, Perceived Ease of Use, and Price resulting in higher Purchase Intention. According to the author's knowledge, there have been no other previous researchers have stated that these three variables can influence Purchase Intention.

CONCLUSION AND RECOMMENDATION

Conclusion
1. The results of this research indicate that Promotion have no influence on Purchase Intention. This shows that users pay little attention to Promotion of InDrive thus does not influence their purchasing decision.
2. The result of this research indicate that Perceived Ease of Use have no influence on Purchase Intention. This shows that users of InDrive does not being influenced by the easy accessibility of the app to motivate them their purchasing decision.
3. The result of this research indicate that Price have a positive influence on Purchase Intention. This shows that if users feel the Price of InDrive is affordable, then it can influence their intention to use InDrive as their method of transportation.
4. The result of this research indicate that Promotion, Perceived Ease of Use and Price can simultaneously have a significant and positive influence on Purchase Intention.

Recommendation

1. InDrive can improve their promotion and perceived ease of use to further increase their sales and maintain their cheap price so that customers are interested and continue to use InDrive as their online transportation service.
2. This study has limitation, the study focused on only gen z aged 18-26 in Manado. This study also relied on quantitative data, qualitative method may provide deeper understanding. It is advised for future researcher to use new variables, samples, research model or method resulting to more result.

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