ADVERTISEMENTS, PRICES, AND ELECTRONIC WORD OF MOUTH ON THE INTEREST OF USERS OF THE GOJEK (GORIDE) APPLICATION SERVICES, DEPOK, WEST JAVA

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ABSTRACT

This study aims to determine the influence of Advertising, Price, and Electronic Word of Mouth (Ewom) on User Interest among Gojek Indonesia consumers in the Depok area. A quantitative method was used, with a Slovin sample of 95 respondents. Advertising influences User Interest, as indicated by a significance value of $0.016 < 0.05$ and a t-value of $2.260 > 1.986$. Price also affects User Interest, with a significant value of $0.001 < 0.05$ and a t-value of $3.373 > 1.986$. Additionally, Ewom has an impact on User Interest, as shown by a significant value of $0.02 < 0.05$ and a t-value of $3.085 > 1.986$. The F-test results indicate that Advertising, Price, and Ewom collectively influence User Interest, as the calculated F-value exceeds the F-table value ($10.574 > 2.70$). The extent of the independent variables' influence on the dependent variable is positive, with an R-Square value of 0.420 or 42%.

There is a significant effect of Advertising, Price, and Ewom on User Interest among Gojek respondents in this study. Therefore, the company is expected to continuously improve its services for consumers, create engaging advertisements, maintain competitive pricing, and address customer and driver complaints effectively, especially those conveyed through Ewom.

Keywords: Advertising, Price, EWOM

INTRODUCTION

Online transportation first appeared in 2009 with the founding of Uber by Travis Kalanick and Garrett Camp in San Francisco, United States. This service then grew rapidly in various countries, especially in the mid-2010s, thanks to advances in smartphone and internet technology. In developed countries, online transportation helps overcome traffic jams and limited public transportation, while in developing countries, this service is in demand because it is cheaper and more practical than having a private vehicle. In Indonesia, online transportation has become popular since 2015 with the presence of Gojek and Grab. Gojek was founded by Nadiem Anwar Makarim and became the first Indonesian startup worth

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more than US$10 billion. The presence of this service has changed the lifestyle of urban communities, especially in big cities like Jakarta and Surabaya.

Electronic Word of Mouth (e-WoM) and advertising appeal have a significant effect on the interest of online transportation service users such as Gojek and Maxim. Simbolon (2022) highlighted the influence of e-WoM and advertising on the interest of Gojek users, although there is a gap in the scale of field information. Putri et al. (2024) found that attractive advertising increases awareness and positive reviews, but has not explained its long-term impact. Rupelu et al. (2024) studied students at Bhayangkara University, Bekasi and found that 37.5% of user interest was influenced by other unidentified factors, while the specific role of social media in advertising appeal has not been studied in depth. Nursal et al. (2023) revealed that e-WoM influences purchase interest and purchase decisions, especially in the use of Maxim services. Rahmawati and Pradana (2024) studied the impact of e-WoM on social media and found that celebrity endorsements have a significant influence on cosmetic purchasing decisions, although this study has not compared the influence of ordinary consumer reviews with celebrities and the variation in their impact based on the type of cosmetics or consumer demographic characteristics.

Research shows that digital marketing, e-WoM, and endorsement factors influence purchasing decisions, especially among Generation Z and online service users. Hasanah and Sudarwanto (2023) found that interesting content and positive relationships on social media encourage impulsive purchases of fashion products by Generation Z. Salsabilla and Pradana (2024) studied purchasing decisions for Maxim online transportation services in Yogyakarta, but did not explore other factors such as customer satisfaction or ease of use of the application.

Putri and Nasution (2021) revealed that e-WoM, celebrity endorsers, and social media marketing have a positive impact on brand image on Instagram, although without an in-depth analysis of the relationship between variables. Angelia and Widjaja (2024) showed that celebrity endorsement was significant for purchase intention and purchase decision of Bittersweet by Najla products, while e-WoM had no effect. However, this study was limited by the number of respondents and did not consider other factors such as promotion or product quality. Sianipar and Saragi (2024) studied the online transportation service Gojek in Medan, finding that e-WoM was the most dominant factor in influencing user interest, surpassing the attractiveness of advertising and price perception. Overall, this study confirms the importance of digital marketing, customer reviews, and endorsements in influencing consumer purchasing decisions.

Interest is a person's tendency to be attracted and pay special attention to a particular object, activity, or field that they like, and influences motivation and behavior in making decisions (Sardiman, 2020). Interest is not an innate factor, but develops through experience, knowledge, and environment (Hawari, 2022). Rahmawati (2021) added that interest is influenced by the attractiveness of the object, individual experience, social environment, and personal motivation and needs. In addition, interest is also influenced by psychological drives and perceptions of value towards certain products or services (Sangaji & Sopiah, 2020).

Interest is an individual's tendency to be attracted to and pay special attention to a particular object, activity, or field that suits their interests. Sardiman (2020) emphasized that interest plays an important role in influencing a person's motivation and behavior in making decisions. According to Hawari (2022), interest is not an innate factor, but develops through experience, knowledge, and environment. Rahmawati (2021) added that interest is influenced by the attractiveness of the object, individual experience, supportive social environment, and personal motivation and needs. When an object is interesting, suits the individual's needs, and is supported by a positive social environment, a person's tendency to have an interest in the object increases.

Setiawan (2022) divides interests into several main categories, namely academic, professional, social, arts and creativity, recreational, and transactional interests. Academic interests relate to an individual's interest in a particular field of science that drives academic achievement, while professional interests relate to career aspirations influenced by experience and education. Social interests reflect an individual's involvement in community activities, while arts and creativity interests relate to an interest in art such as music or painting. Recreational interests include activities to fill free time or reduce stress, such as sports or hobbies. Finally, transactional interests refer to an individual's tendency to buy or try a product or service after feeling interested, which according to Simamora (2021) has a direct impact on purchasing decisions and can be measured through consumer responses in acting.
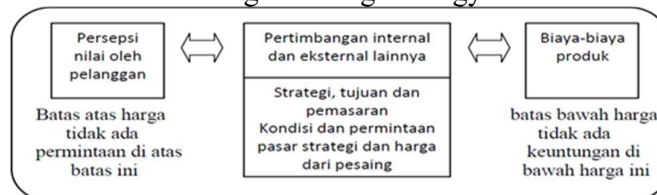
User interest is a major factor in determining decisions in choosing a product or service, which is classified by Rahman (2023) into several categories, namely functional, emotional, social, innovative, and price interests. Functional interest is based on the practical benefits of a product, while emotional interest is influenced by personal experience and brand attachment. Social interest arises from the user's desire to follow community trends and recommendations, while innovative interest relates to interest in new technologies and features. Price interest, on the other hand, focuses on sensitivity to discounts and promotions. One of the main strategies to attract the attention of potential consumers is advertising, which according to Aisyah et al. (2021) can be in the form of television commercials (TVC) or print advertisements such as advertorials and displays. Advertisements are used by various parties to convey promotional messages or service notifications to attract user interest in a product or brand.

According to Aisyah et al. (2021), advertising has several main types, each of which has a specific purpose. Product advertising is the most common form with a primary focus on the advertised item, while informative advertising aims to provide information without direct purchase encouragement. Financial advertising relates to banking, investment, and stocks, while institutional advertising focuses on building a company's image and reputation. In addition, government advertising includes tender notices and public services, while export advertising is aimed at international audiences with cultural and language challenges. Classified ads, which are simpler, are used to convey important information such as job vacancies, wedding announcements, and certain services.

Advertising ethics play an important role in maintaining public trust by ensuring that advertising does not mislead or harm consumers. The main principles of advertising ethics include honesty, transparency, and respect for consumers, so that advertisers can build credibility and maintain social responsibility in marketing. Meanwhile, price in the marketing mix has a unique role as the only element that generates revenue, while other elements indicate costs (Sudiyono, Kurniawati, & Mustikowati, 2018). As a flexible component, price can be adjusted, but it cannot always change quickly. One of the main challenges in pricing is the tendency of companies to lower prices too quickly in order to increase sales, without considering how it affects the perception of the product's value in the eyes of consumers..

Price is the value set for a product or service that must be paid by consumers, where purchasing decisions are greatly influenced by the balance between price and value obtained. Companies must consider internal and external factors in setting prices, including marketing strategies, market conditions, and competition. The main factors that influence purchase interest related to price include perceived value, affordability, and market segmentation. Fair and competitive prices increase consumer appeal, while premium prices attract segments that prioritize high quality. An effective pricing strategy focuses on the value received by customers compared to the costs they incur. According to Sudiyono, Kurniawati, and Mustikowati (2018), pricing strategies can be based on customer value, costs, or competition, which must be adjusted to market conditions and business objectives in order to increase the company's competitiveness and profits:

<div align="center">Image: Pricing Strategy</div>

Persepsi nilai oleh pelanggan		Pertimbangan internal dan eksternal lainnya		Biaya-biaya produk
	⟷	Strategi, tujuan dan pemasaran Kondisi dan permintaan pasar strategi dan harga dari pesaing	⟷	
Batas atas harga tidak ada permintaan di atas batas ini				batas bawah harga tidak ada keuntungan di bawah harga ini

Source: Sudiyono, Kuniawati, Mustikowati. 2018

Discounts and price promotions are effective marketing strategies in increasing consumer purchasing interest by attracting attention, increasing product appeal, and encouraging purchasing decisions. Walangitan et al. (2012), providing financial benefits, promotions combined with quality services can increase customer satisfaction and loyalty. In the online transportation application industry such as Gojek, discounts not only reduce costs for users but also encourage them to try services with lower financial risk. Strategies such as discounts for new users or at certain hours can form usage habits and increase customer retention. With the right application of discounts, companies can attract new customers while retaining old customers, thereby strengthening their position in a competitive market.

Price plays a strategic role in shaping consumer perceptions of a product or service, functioning not only as a cost factor but also as a signal of value and quality. High prices are often associated with premium positioning, where exclusive

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services with superior features attract consumers who prioritize quality experiences. Conversely, competitive prices are used to attract market segments that seek a balance between price and quality, such as online transportation users who want economical but still quality services. For price-sensitive consumers, such as students or workers with limited incomes, affordable prices create an image of an inclusive and accessible service. Thus, the suitability of prices to the target market is very important, because premium consumers expect high quality that is commensurate with the price, while price-sensitive consumers seek the best value within their budget. By implementing the right pricing strategy, companies can build customer loyalty and strengthen their brand position in market competition.

Electronic Word of Mouth(e-WOM) is a form of digital communication in which consumers share experiences, reviews, and recommendations about a product or service through various online platforms, such as social media, discussion forums, and marketplaces. The advancement of the internet has changed WOM from traditional communication to broader and more widespread, with consumer reviews acting as a reference for potential customers in assessing the quality of a product or service. According to Sualang (2023), e-WOM includes positive and negative statements conveyed by customers via the internet, so that it can affect brand image and consumer trust. Trust in information sources is a major factor in the effectiveness of e-WOM, where reviews from individuals who have direct experience are more trusted than promotions from companies (Cheung & Thadani, 2012). In addition, research from Hennig-Thurau et al. (2004) shows that e-WOM can reduce risk and uncertainty in purchasing decisions, because potential customers tend to rely on other people's experiences before making decisions. Thus, e-WOM is an important factor in digital marketing that can increase consumer trust and buying interest in a brand..

Electronic Word of Mouth(e-WOM) is a digital communication where consumers share reviews and experiences about products or services through online platforms. According to Sualang (2023), e-WOM includes positive and negative statements that affect brand image and consumer trust. Hennig-Thurau et al. (2004) showed that e-WOM reduces the risk in purchasing decisions, because potential customers trust reviews from other users more than company promotions. The main factors that determine the effectiveness of e-WOM include trust in the source of information, content relevance, review quality, and the number and frequency of reviews. Positive reviews can increase purchase intention and build brand image, while negative reviews can damage reputation and decrease customer loyalty.

In the digital era, Electronic Word of Mouth (e-WOM) has become a major factor in consumer purchasing decisions, allowing them to share experiences and product reviews widely. Social media such as Instagram, Facebook, and Twitter play a major role in the spread of e-WOM, where consumers can interact directly with brands and share opinions instantly. In addition, review platforms such as Google Reviews, TripAdvisor, and Yelp help potential buyers assess the quality of a product or service based on previous customer experiences. Online forums such as Reddit and Kaskus have also become a place for in-depth discussions, allowing

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consumers to exchange information and consider various perspectives before making a purchasing decision.

Framework

Daya Tarik Iklan (X1) — H1 — Minat Pengguna
Harga (X2) — H2
E-Wom — H3
H4

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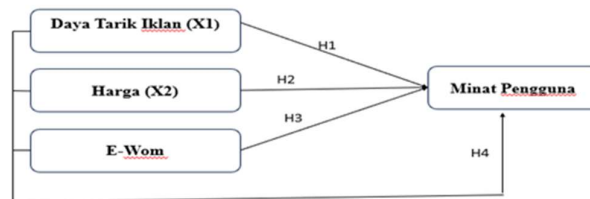
METHOD

The research will be conducted in Depok City. such as the Online Motorcycle Taxi Shelter which has a lot of passenger flow from the KRL Station, namely: Shelter at Depok Baru Station, which is located at Jl. Baru Plenongan No. 70, RT. 7 / RW. 19, Depok, Pancoran Mas District, Depok City. more details during the research can be reviewed from the Table below. The study uses data in the form of numbers, or data in the form of terms or sentences that are converted into data in the form of numbers. Research survey data using questionnaires or questionnaires is the source of primary data as much as 95.

RESULTS AND DISCUSSION

The results of the Validity Test of the User Interest Variable (Y) show that the calculated r, attached to the SPSS printout, is greater than the t table, with a significance level of 5% (0.202). The results of the sample of 95 respondents show that the calculated t is greater than the r table, because the calculated t is greater than the t table. Therefore, this questionnaire can be sent to the reliability testing stage. After the research statement is considered valid in the Validity test, Reliability will be evaluated based on the following criteria: a) When the Cronbach's Alpha value> 0.70, the statement is considered reliable, b) When the Cronbach's Alpha value <0.70, the statement is considered unreliable. The results of the Reliability Test of the Advertisement (X1), Price (X2), Ewom (X3) variables on User Interest (Y) show that the Cronbach Alpha value> 0.70. Then the Instrument can be considered to have a good level of strength or Reliability.

In the regression model, researchers use the data Normality test, in order to assess or test whether the independent variables and dependent variables have a normal distribution relationship or not. P Plot is the result of the Normality Test that will be used in this study. Shows that the data is normally distributed and For the P-Plot of the resulting Graph shows a small round point approaching the Diagonal line which indicates that this study is also normally distributed.

The multicollinearity test can be identified by observing the Variance Inflation Factor (VIF) and Tolerance values, and the magnitude of the correlation value between independent variables. If the VIF value is <10 and the Tolerance value is> 0.1. Then it can be concluded that there is no Multicollinearity. The VIF value above illustrates that the data above is <10 (less than 10), which indicates that there is no problem regarding Multicollinearity between the independent variables

in the regression model above. The Tolerance Value for Advertising Variables (X1), Price (X2), Ewom (X3)> (greater) than 0.1. This indicates that in this study there is no problem of Multicollinearity between the independent variables in the regression model.

The Heteroscedasticity Test in research is used to assess whether there is a difference in the residual variance from one observation to another research observation in a regression model. In this study, the Scatter Plot Heteroscedasticity Test is used. In this Scatter Plot Graph, it is entered between SRESID and ZPRED on the Y axis. Based on the research graph above, there is no evidence of Heteroscedasticity for the regression model.

Autocorrelation test is conducted to determine whether the linear regression model is connecting the disturbance error in the current period with the previous period. If there are no symptoms of autocorrelation, the regression model is considered good. Durbin-Watson test is a method to check and identify symptoms of autocorrelation. The calculated Durbin Watson value is = 1.763 using the basis of Decision making in the Watson test above, it can be concluded that there are no signs of autocorrelation visible, because the dU value (1.7316) is below the critical value d (1.763) and above 4 - dU (2.2684). Therefore, multiple linear analysis for this research test can be continued to the next process.

Multiple Linear Regression Analysis is a test that is obtained which is useful to explain how much influence the Independent variable (X) has on the dependent variable (Y), and in this study Variable X1 is Advertising, variable X2 is Price, Variable X3 is Ewom and variable Y is User Interest. The results of the Multiple Linear Regression Test Research are as follows:

Tabel 1 Multi Linier regression Test
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,891	2.403		4.041	.000
ADVERTISEMENT	.245	.071	.216	2.260	.016
PRICE	.306	.091	.382	3.373	.001
EWOM	.250	.082	.286	3,085	.022

Source: SPSS Data,2025

Y = 8.891 + 0.245 X1 + 0.306 X2 + 0.250 X3 + (e)

From the table, the following regression equation is obtained: 1) The constant value is 8.891 which indicates that the dependent variable has a fixed value of 8.891 without being influenced by the two independent variables. 2) The regression coefficient is 0.360 which indicates that every 1 unit increase in the Advertisement variable can cause an influence on User Interest of 0.360, 3) The regression coefficient is 0.306 which indicates that every 1 unit increase in the Price variable can cause an influence on User Interest of 0.306, 4) The regression

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coefficient is 0.250 which indicates that every 1 unit increase in the Ewom variable can cause an influence on User Interest of 0.250

The t-test can be measured or assessed by looking at the calculated t-value > table t-value or significance value < 0.05. The results of the partial hypothesis test (t-test) can be seen in the table:

Tabel 2. t-Test Table Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,891	2.403		4.041	.000
	ADVERTISEMENT	.245	.071	.216	2.260	.016
	PRICE	.306	.091	.382	3.373	.001
	EWOM	.250	.082	.286	3,085	.022

Source: SPSS Data, 2025

Given: t table = t (α; n – k – 1)
= t (0.025; 95 – 3- 1)
= t (0.025; 91)
1.986

It is known that the t-value is 2.260 > t table 1.986 (There is an Influence) for Advertisements on user interest. Sig value 0.016 < 0.05 (Significant), so it is said that H1 is accepted which means that there is an influence of Advertisements on User Interest. It is known that the t-value is 3.373 > t table 1.986 (There is an influence) for Price on user interest. Sig value 0.001 < 0.05 (Significant), so it can be said that H1 is accepted which means that there is an influence of Price on user interest. It is known that the t-value is 3.085 > t table 1.986 (There is an influence) for Ewom on user interest. Sig value 0.02 < 0.05 (significant), so it is said that H1 is accepted which means that there is an influence of Advertisements on User Interest.

To find out all independent variables in the model have a joint influence on the dependent variable being tested, testing is carried out simultaneously using the F test. The results of the research testing conducted can be seen by comparing the calculated F value with the F table value or the significance value which must be less than 0.05.

Tabel 3. F Test ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	239,394	3	79,798	10,574	.000b
	Residual	551,195	91	6,057		
	Total	790,589	94			

a.   Dependent Variable: INTEREST
b.   Predictors: (Constant), EWOM, PRICE, ADVERTISING

It is known that f table = f (k; nk) = f (3; 95-3) = t (3; 92) = 2.70 Based on the output above, the sig. value for the influence of Advertising, Price, Ewom simultaneously on user interest is 0.000 <0.05 and the calculated f value is 10.574>

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f table 2.70. So it can be concluded that H4 can be accepted, which means that there is an influence of Advertising, Price, Ewom simultaneously on User Interest.

Tabel 4. R2 Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504a	.420	.403	2,661

Source: SPSS Data, 2025

R Square For Y (Employee Satisfaction) was recorded at 0.303, which indicates that 40.2% of the variation in Y is influenced by the Advertising (X1), Price (X2), Ewom (X3) variables together. In addition, the remaining 59.8% is influenced by other factors that are not included in this study.

The Influence of Advertising on the Interest of Gojek (GoRide) Consumer Users Method The results obtained from the t-test are that advertising has an effect on user interest, this is based on a significance value of $0.016 < 0.05$ and a calculated t value of $2.260 > 1.986$. The research I conducted is in accordance with previous research, namely Lasma Lenida, et al. (2024), where the Advertising variable has a significant effect on the interest of online transportation service users (Y). This influence begins with the ability of advertising as paid non-personal information, proven to be effective in attracting attention through visual appeal (video image display), selection of relevant media, and message content that suits consumer needs. In addition, the intensity and frequency of advertising also increase brand recognition, which ultimately drives user interest.

The Effect of Price on Consumer Interest of Gojek (GoRide) Users Method The results obtained from the t-test are Price affects user interest, this is based on a significance value of $0.001 < 0.05$ and a calculated t value of $3.373 > 1.986$. The results of my research, which are in line with the research conducted by (Nadira S, et al., 2024), show that price has a significant influence on people's decisions to use online transportation services. if competitive prices can attract GoRide consumers. Prices that are considered affordable or in accordance with the quality of service are the main attraction for consumers.

The Influence of Ewom on Gojek (GoRide) User Interest The method of results obtained from the t-test is Ewom Influences User Interest. This is based on a significance value of $0.002 < 0.05$ and a calculated t value of $3.085 > 1.986$. My study is supported by Frenko Nero et al. (2024) and found that eWOM, along with the appeal of advertising and prices, increases the interest of Ojek Online application users. The results show that reviews and suggestions from other users play an important role in shaping consumer interest. What makes Ewom a significant positive influence is because eWOM has been proven to really encourage the interest of GoRide users in the community. One of the factors that increases the attractiveness of Gojek services is customer trust in information shared by fellow users through eWOM.

CONCLUSION

From the results of primary data collection conducted in this thesis research using a sample of 95 respondents (Gojek consumers) and in data processing used

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using the SPSS application version With the regression analysis used in this study it can be concluded that: a) Advertisements have a significant influence on the interest of Gojek (GoRide) users in Depok City. These results were obtained from the results of the t-test are Advertisements have an effect on the interest of Gojek (GoRide) application users obtained from a significance value of 0.016 <0.05 and a t-count value of 2.260> 1.986, b) Price has a significant influence on the interest of Gojek (GoRide) users in Depok City. These results were obtained from the results of the t-test are Price has an effect on the interest of Gojek (GoRide) application users obtained from a significance value of 0.001 <0.05 and a t-count value of 3.373> 1.986, c) Ewom has a significant influence on the interest of Gojek (GoRide) users in Depok City. This result was obtained from the t-test results, namely that Ewom has an effect on the interest of Gojek (Goride) application users, which was obtained from a significance value of 0.002 <0.05 and a calculated t value of 3.085> 1.986.

Suggestion

In this study, User Interest is a key or main factor for the operation of the Online Motorcycle Taxi Company Gojek (Goride) in the city of Depok, to increase the value of Advertising, Price, and ewom (Electronic Word of Mouth). Therefore, the Company is expected to always improve good service for Consumers such as security from the Online Motorcycle Taxi application, Advertisements that attract consumer interest, Prices that are friendly to consumers and fair to drivers, Gojek operational staff services that are responsive to complaints from consumers and drivers and seek the best solution for all parties including through ewom media (online user reviews).

For further research

The influence of other factors not included in the variables of this study that have a significant influence. Therefore, the researcher suggests that further research identify other variables not included in this study such as (Advertising, Price, Ewom). For other researchers, it is also expected to be able to expand the variables of this study so that it is expected to get varied and better results

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