

## Antecedents of Intention to Use Ride-Sharing Platform

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**Abstract**

The Ride-Sharing Platform (RSP) implementation in Indonesia has been emerging recently. The use of this platform is increasing significantly year by year. This study aimed to identify the factors influencing the attitudes and intentions of RSP users in Indonesia. This research discussed the role of customers in service innovation and the relationship between Perceived Usefulness, Perceived Ease-of-Use, Word-of-Mouth (WOM), and Intention to Use RSP from the perspective of TAM and TPB. This research used 208 data originating from 219 samples acquired through questionnaire distribution. The obtained data were then analyzed using the SmartPLS Program. This research shows that Perceived Usefulness, Perceived Ease-of-Use, and word of mouth positively affect the Intention to Use RSP mediated by Customer Attitude toward Service Innovation. This research could contribute to the RSP industry and those who want to join RSP as one of the service providers. This study contributes considerably to the breadth and rigor of the RSP literature from the perspectives of TAM and TPB.

**Keywords:**

intention to use; perceived usefulness; perceived ease-of-use; word of mouth; customer attitude; ride-sharing platform

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**How to Cite:**

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## INTRODUCTION

In recent years, the Ride-Sharing Platform (RSP) has gained a special place in customers' minds along with its rapid development. There are various kinds of Platform Sharing, such as Ride-Sharing platforms (RSP), for example, Uber, GoJek, and Grab. Other than that, there are Home-Sharing platforms (HP), for example, Airbnb, OYO, et cetera. In 2020, more than 11.9 million people joined RSP in Sout-East Asia, which will continuously increase. Besides, the total revenue of RSP partners in 2020 reached more than USD 14.2 billion.

According to Davidson et al. (2018), economic sharing is a company's operations that connect numerous economic elements as providers and users in various service fields, such as transportation, lodging, and finance. Providers and users/customers can swap services to meet market demands through this economic sharing, aided by social networking and online platforms (Cheah et al., 2020a). Grab, Uber, GoJek, and AirBnB are examples of online platform-sharing that allow people to make money from idle resources such as vehicles and rooms. On the other hand, the existence of this platform can make it easier for clients who require access to such resources at a lower cost than cabs and hotels.

For customers, the existence of RSP is perceived to provide ease and relatively low cost. This phenomenon is supported by the research conducted by McKinsey, in which 51% of respondents stated that the main reason to use this RSP is ease. In comparison, 20% of respondents commented about the lower cost rather than personal cars or taxis (Heineke et al., 2021). Other features preferred by customers in this kind of platform-sharing are safety, competitive price, and availability. These kinds of features make the RSP selected by the community. Furthermore, this phenomenon can change people's minds and consumption patterns. Finally, this can increase customer intention to use the RSP.

This study discussed the variables influencing customer attitude and intention to use the RSP in Indonesia. Perceived Usefulness, Perceived Ease-of-Use, and Word-of-Mouth (WOM) are the characteristics that affect the intention to use the RSP, with Customer Attitude toward Service Innovation as a mediating variable. Perceived usefulness comprises factors that can make work easier to handle, make something more valuable, and enhance performance effectiveness. Moreover, perceived usefulness has the indicators of usefulness and effectiveness. It describes a measure of trust in which such technology will benefit the users (William & Tjokrosaputro, 2021). As Ozturk, (2016) and Keni (2020) said, perceived usefulness is an individual's intention to adopt new technology. The new technology adoption is believed to be easy to use, easy to learn, and can enhance their performance.

Customers feel comfort and effortless when using the RSP technology is referred to as perceived ease-of-use (Stocchi et al., 2019). This variable is used widely in research related to the internet application (Moslehpour et al., 2018). Keni (2020) defined perceived ease-of-use as the customers' assessment. The technology they implement

will be easy to learn and use. Sharing information about RSP can affect the customers' behavioral intentions and decisions (Iyer & Griffin, 2021; Talwar et al., 2021). According to Keiningham et al. (2018), WOM is the distribution and migration of information by a customer that affects other people. Meanwhile, Arenas-Gaitán et al. (2018) believed that WOM is an oral, interpersonal communication between information sender and receiver. The information receiver regarding the product or service is assumed non-commercial.

Attitudes towards RSP can affect consumer behavior in general. Abdul Aziz & Mohd Dali (2019) argued that attitude refers to an individual's feeling, belief, or preference toward an object, idea, or other individuals. Meanwhile, Lee (2012) described that attitude as the tendency to respond in a certain way, which is consistent. In this research, service innovation is related to the information that follows the trend in a more efficient style and system to enhance the service values. Other than that, service innovation meets the customers' necessities for various products and services (Lee, 2012; Fan et al., 2018). Furthermore, service innovation comprises a company's effort to promote the service values to meet the customers' and market necessities to match the business development trend (Josiam & Henry, 2014).

Intention to use is an individual's readiness to conduct the desired action (Şahin, 2019). An important factor affecting the intention to use the economic-sharing platform is the availability of the service that can fulfill the customers' necessities and access to the platform (Anouze & Alamro, 2020). This research was intended to empirically test the factors influencing the customers' level of RSP adoption. The Theory of Planned Behavior (TPB) was used as the base of this research to evaluate the factors that hinder and motivate customers (Ajzen, 1991, 2012; Pavlou et al., 2007). Furthermore, we used the Technology Acceptance Model (TAM) to broaden the understanding of the technology that affects customers' intention to participate in the RSP (Wang et al., 2006; Wang et al., 2020).

The Theory of Reasoned Action (TRA) is the base of the Theory of Planned Behaviour (Ajzen, 1991), which explains almost all individuals' behavior. This theory successfully predicts and explains an individual's behavior in various contexts (Davis et al., 1989). Ajzen & Sheikh (2013) argued that the Theory of Planned Behavior appeared as one of the most influential working frameworks and popular concepts related to the studies of humanity. In the relationship between Word-of-Mouth (WOM) and Perceived Ease-of-Use, the TPB model can explain more about the users' intentions (Pavlou et al., 2007).

With the expansion of TRA (Davis et al., 1989), the Technology Acceptance Model (TAM) has become one of the conceptual working frameworks to explain why users accept or reject particular information technology. TAM can demonstrate the perceived usefulness and perceived ease-of-use (Davis et al., 1989). The ease-of-use experienced by customers is viewed as an essential factor in affecting the customers' innovation adoption. Meanwhile, perceived usefulness is the extent to which an individual believes their work-related performance will be enhanced after using the technology. Furthermore, many marketing researchers claim that perceived usefulness significantly affects an individual's intention to adopt a particular technology (Ahn et al., 2004). Therefore, TAM is used as one of the fundamentals to explain this research.

Although many researchers have conducted studies about RSP (Puschmann & Alt, 2016), the scientific understanding of RSP is still developing (Lee et al., 2018). Other than that, the studies about using RSP from the customers' perspective still gain minimum attention from academists (Cheah et al., 2020; Möhlmann, 2015; Rayle et al., 2015). Limited empirical studies are performed to reveal how powerful the customer's intention to accept and adopt the RSP (Cheah et al., 2020a).

Based on the phenomenon mentioned above, this research was conducted to fill the gap regarding the minimum understanding of how people are interested in participating in collaborative consumption (Hamari et al., 2016). In addition, the second gap that will be filled in this research is the limitation of RSP from the customers' perspective (Cheah et al., 2020; Möhlmann, 2015; Rayle et al., 2015). This study aims to enrich and expand the analysis of various factors influencing customer attitudes and intentions to use RSP, especially in Indonesia. Furthermore, this research is expected to strengthen empirical studies on RSP that have not gained significant academic attention. (Möhlmann, 2015; Rayle et al., 2015; Hamari et al., 2016; Cheah et al., 2020).

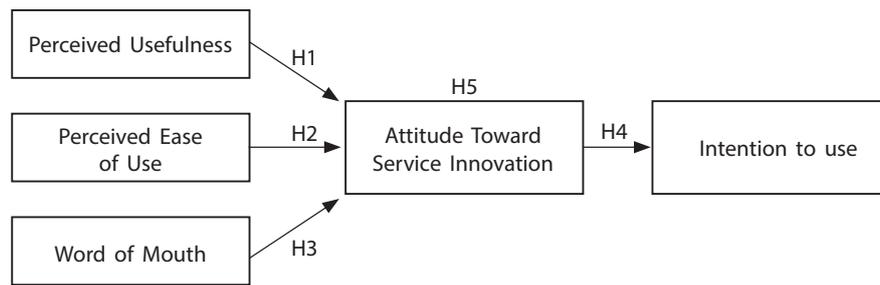
Study that uses attitude toward service innovation among RSP customers in Indonesia as a mediator has not been conducted in Indonesia. So, using this variable in such a relationship becomes the novelty of this research. This research specifically aimed to examine the effect of the advantages that customers experienced and the social impact of customer attitude about the RSP on the intention to use RSP. The factors of perceived usefulness and perceived ease-of-use in using the RSP were employed to measure customer benefits. Meanwhile, the Word-of-Mouth (WOM) variable was used to evaluate the social impact. Furthermore, this study uses attitude toward service innovation as a mediator on the social implications and customer advantages to measure how far the result is on customer intentions in using RSP.

The expected managerial implication from this research is in the form of inputs to the RSP management about several factors that can affect customer attitude and intention to use the RSP. Other than that, persons who want to join as service providers in RSP could examine this study. Moreover, this research is expected to contribute significantly to the robustness and breadth of literature about the RSP in TAM and TPB perspectives.

## **METHODS**

This quantitative research uses a survey through the questionnaire distributed to respondents. Measurement indicator adopted from Cheah et al. (2020). The questionnaire utilized in this research consists of three sections. The first section is screening questions about whether respondents have used RSP lately. The second section comprises demographic data, while the third contains the construct's items. The five-point Likert scale used in this research is 1 (Strongly Disagree) to 5 (Strongly Agree). Figure 1 show the framework of this research.

**Figure 1. Research Framework**



The sample selection technique of this cross-sectional research was convenience sampling. 219 respondents participated in the survey, but 11 people never used the ride-sharing platform. Consequently, they were not involved in a further stage. So, 208 samples from 219 respondents can be used for further data processing. Hair et al. (2015) mentioned that the samples should be over 100 respondents. Data analysis in this research was initiated with the validity and reliability tests and then continued by Structural Equation Modelling (SEM) using the SmartPLS Program version 3.2.8. The construct validity test was performed using outer-loadings, cross-loadings, and Average Variance Extracted (AVE) tests. Meanwhile, the reliability test was performed by examining composite reliability and Cronbach's alpha (Latan & Noonan, 2017). Table 1 show the operationalization from the variable of this research.

**Table 1. Variable Operationalization**

Variables	Indicator	Code
Perceived Usefulness	The application is simple-to-use	PUS1
	The service is delivered on-time.	PUS2
	The price is fair.	PUS3
	The service is available across the city.	PUS4
	The service is reliable.	PUS5
	The driver is familiar with the route.	PUS6
Perceived Ease of Use	The customer can quickly order a variety of services.	PE1
	The customer has a smartphone to place the order.	PE2
	The customer expects to place the order comfortably.	PE3
	The customer expects to receive hassle-free service.	PE4
	The customer does not find difficulty in ordering the PEB service.	PE5
Word of Mouth	The customer will say favorable words about PEB services in general to others.	WM1
	The customer recommends the services regarding ride-sharing service.	WM2
	The customer suggests the services to friends and family.	WM3
Attitude toward service innovation	The ride-sharing app is perfect.	AI1
	The ride-sharing service helps one feel at ease.	AI2
	The first preference is ride-sharing service.	AI3
	The customer likes the ride-sharing service.	AI4
Intention to use	The customer intends to utilize or acquire the ride-sharing service.	IU1
	The customer thinks about acquiring or utilizing the ride-sharing service.	IU2
	The customer wishes to utilize or purchase the ride-sharing service.	IU3
	The customer plans to acquire or utilize the ride-sharing service.	IU4

## RESULT AND DISCUSSIONS

As shown in Table 2, most of the respondents are male (65.9%), having the occupation as students (88%), domiciled in Jakarta Special Region (74.5%), aged between 17-22 years old (84.6%), undergraduate students (72.6%), and the monthly revenue < IDR. 3,000,000 (66.8%). In the first run of data analysis, the indicator of PUS 1 has a loading-factor less than 0,6. Therefore, such an indicator was excluded in the next data-processing stage. The construct reliability and convergent validity can be seen in Table 3.

**Table 2. Profile of the respondents**

		Frequency	Percentage
Gender	Male	137	65.9
	Female	71	34.1
Occupation	Student	183	88.0
	Employee	23	11.1
	Other	2	1.0
Age	17 - 22	176	84.6
	23 - 30	30	14.4
	> 30	2	1.0
Education	Undergraduate	151	72.6
	Graduate	57	27.4
Revenue (000)	< 3.0000	139	66.8
	3.000 – 6.000	53	25.5
	> 6.000	16	7.7
<b>Total</b>		<b>208</b>	<b>100.0</b>

All variables have passed the reliability (internal-consistency) test with the value of Composite Reliability between 0.70 and 0.95, the convergent-validity test with the Average Variance Extraction (AVE) value greater than 0.50. There was no multicollinearity effect among Perceived Usefulness, Perceived Ease-of-Use, and Word-of-Mouth, with the VIF value less than 5 (Hair, Ringle, & Sarstedt, 2011). The result can be seen in Table 4.

Customer attitude toward Service Innovation has a Coefficient of Determination of 0.505 (see Table 5). This result means that the variation can explain a 50.5% variation in Customer attitude toward Service Innovation in terms of perceived Usefulness, Perceived Ease-of-Use, and Word-of-Mouth. Meanwhile, 57.2% of Intention to Use RSP can be defined by the Customer Attitude toward Service Innovation variation.

**Table 3. Construct Reliability and Convergent Validity**

Variable	Indicator	Factor Loading	Composite Reliability	Cronbach's Alpha	Average Variance Extraction
Perceived Usefulness	PUS1	-	0.849	0.778	0.530
	PUS2	0.681			
	PUS3	0.736			
	PUS4	0.749			
	PUS5	0.764			
	PUS6	0.707			
Perceived Ease of Use	PE1	0.782	0.860	0.798	0.552
	PE2	0.643			
	PE3	0.760			
	PE4	0.787			
	PE5	0.734			
Word-of-Mouth	WM1	0.871	0.871	0.777	0.692
	WM2	0.800			
	WM3	0.823			
Attitude toward Service Innovation	AI1	0.741	0.863	0.788	0.612
	AI2	0.831			
	AI3	0.769			
	AI4	0.785			
Intention to Use	IU1	0.784	0.871	0.803	0.630
	IU2	0.710			
	IU3	0.859			
	IU4	0.814			

**Table 4. Result of the Multicollinearity Test**

Variable	Value	Conclusion
Perceived Usefulness	VIF = 1.526	No multicollinearity
Perceived Ease-of-Use	VIF = 1.443	No multicollinearity
Word-of-Mouth	VIF = 1.507	No multicollinearity

**Table 5. Coefficient of Determination**

Effect	Coefficient
Attitude toward Service Innovation	R <sup>2</sup> = 0.505
Intention to Use	R <sup>2</sup> = 0.572

The hypotheses tested in this research were divided into two parts: (1) Direct effect; and (2) Indirect effect through mediating variable. H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, and H<sub>4</sub> are the direct effect hypotheses, while H<sub>4</sub> reflects the indirect effect hypothesis. The premise is accepted if the t-statistics are greater than 1.96 and the p-value is less than 0.05 using the 95% significance level. The results of t-statistics, p-values, and path coefficients for the direct effect and relationship hypotheses can be seen in Table 6. In contrast, the indirect effect and relationship hypothesis can be seen in Table 7.

The variables of Perceived Usefulness and Perceived Ease-of-Use have positive, statistically significant effects and a strong relationship with Customer Attitude toward Service Innovation (Table 6). Meanwhile, the WOM variable has a positive, statistically significant impact and strong relationship with Customer Attitude toward Service Innovation (Table 5). Besides, the Customer Attitude toward Service Innovation variable has a positive effect, statistically significant, and a pretty intense relationship to Use RSP (Table 6). The results of this research show that  $H_1 - H_4$  were supported.

**Table 6. Inner-Model Test**

Effect		Coefficients			Conclusion
		$\beta$	p-Value	$f^2$	
$H_1$	PUS $\rightarrow$ AI	0.266	0.001	0.093	Supported
$H_2$	PE $\rightarrow$ AI	0.209	0.003	0.061	Supported
$H_3$	WM $\rightarrow$ AI	0.389	0.000	0.203	Supported
$H_4$	AI $\rightarrow$ IU	0.756	0.000	1.337	Supported

Source: Data Processed Using SmartPLS Version 3.2.8

Description:

PUS : Perceived Usefulness

PE : Perceived Ease-of-Use

WM : Word-of-Mouth

AI : Attitude toward Service Innovation

IU : Intention to Use

Table 7 shows the results test of Customer Attitude toward Service Innovation (AI) as a mediator in the relationship between the antecedents of the Intention to Use (IU) RSP. The antecedents are Perceived Usefulness (PUS), Perceived Ease-of-Use (PE), and Word-of-Mouth (WOM). It shows that each p-value is less than 0.05. Thus, all paths are supported.

**Table 7. The result of the Mediation Test**

	Path	Coefficient	p-Value	Conclusion
$H_{5a}$	PUS $\rightarrow$ AI $\rightarrow$ IU	0.200	0.001	Supported
$H_{5b}$	PE $\rightarrow$ AI $\rightarrow$ IU	0.155	0.003	Supported
$H_{5c}$	WM $\rightarrow$ AI $\rightarrow$ IU	0.291	0.000	Supported

This research attempted to fill the gap about the limited understanding of people's interest in participating in collaborative consumption (Hamari et al., 2016) through the customer's perceived advantage and its social effect on customer attitude and intention to use RSP. The customer's perceived benefit was measured using the Perceived Usefulness and Ease-of-Use variable. Meanwhile, Word-of-Mouth was used to measure the social effect. In more precise terms, this study's goal was to see how WOM, perceived usefulness, and perceived ease-of-use impacts on the intention to use RSP interacted with Customer Attitude toward Service Innovation as a mediating variable.

All indicators in this study passed the reliability test with a standardized-loading value of more than 0.50. Furthermore, the internal consistency reliability has a CR value of 0.70 to 0.95, indicating that all indicators are dependable. The AVE values of all variables in the convergent-validity test are greater than 0.50. All variables in the discriminant-validity test had an HTMT ratio of less than 0.90. (See Table 2). All variables passed the validity and reliability tests based on the results of these tests. There was no multicollinearity among the antecedents of Customer Attitude toward Service Innovation in the inner-model test, in which the VIF value was less than 5 (Hair, Ringle, & Sarstedt, 2011). Moreover, 50.5% variation in Customer Attitude toward Service Innovation can be explained by Perceived Usefulness, Perceived Ease-of-Use, and Word-of-Mouth. Meanwhile, 57.2% variation of the Intention to Use RSP is affected by Customer Attitude toward Service Innovation.

H<sub>1</sub>–H<sub>4</sub> were supported by data with p-values less than 0.05, indicating that each hypothesis establishes that the independent variable has a substantial effect on the dependent variable. The Beta values, however, illustrate that each independent variable affects the dependent variable. Word-of-Mouth significantly influences Customer Attitudes toward Service Innovation. Furthermore, with a (beta) value of 0.756 ( $f^2 = 1.337$ ), Customer Attitude toward Service Innovation has a high and significant effect on Intention to Use RSP.

In the relationship between perceived usefulness and customer attitude toward service innovation, the path coefficient is 0.263, and the p-value is 0.001. The value of  $f^2$  is 0.090, thus showing a weak effect in the relationship. Based on the path coefficient,  $f^2$ , and p-value, then H<sub>1</sub> was accepted. This result indicates that the perceived usefulness increases the customer attitude towards service innovation in RSP in Indonesia, but in a weak effect. This result is similar to the research of Aziz & Dali (2019) in Malaysia and Cheah et al. (2020) in Australia and New Zealand. It showed that perceived usefulness is a positive and significant predictor of customer attitude toward service innovation. Perceived usefulness in this research is measured through the indicators of safety, price, service availability, and drivers' reliability in providing the service.

The path coefficient of the association between perceived ease-of-use and customer attitude toward service innovation is 0.217, the p-value is 0.003, and the  $f^2$  value is 0.0054. The effect of perceived ease-of-use on customer attitude toward service innovation indicates that H<sub>2</sub> was accepted, consistent with Lee (2012) and Cheah's findings (2020). The measurement indicators of Perceived ease-of-use are the speed and ease of using the service and the use of a smartphone. This result shows that perceived ease-of-use predicts attitude toward service innovation among RSP customers in Indonesia.

The outcome of the third hypothesis test on the effect of WOM on customer attitude toward service innovation: The path coefficient is 0.385, and the  $f^2$  value is 0.0192. It indicates that the link has a weak influence. H<sub>3</sub> was accepted based on the path coefficient,  $f^2$ , and p-value. This result supports the findings of Teng et al. (2016) and Cheah (2020). They found that WOM is a favorable and significant predictor of

customer attitude toward service innovation. Besides, Han et al. (2019) also found that Word-of-Mouth can influence an individual's attitude in Korea. The research shows that if WOM increases, the attitude toward service innovation among RSP customers in Indonesia will also increase significantly but not substantially. This phenomenon strengthens the results of previous research in various countries, such as Korea, New Zealand, and Australia.

In the relationship between customer attitude toward service innovation and intention to use RSP, the path coefficient is 0.756; the p-value is 0.000 (at 95% significance level), and the  $f^2$  value is 1.337. It indicates a strong influence in such a relationship.  $H_4$  was accepted, indicating that customer attitude toward service innovation becomes a positive, strong, and significant indicator of RSP usage intention. It means that the increase in customer attitude toward service innovation can significantly and enormously increase the intention to use RSP. This conclusion is consistent with the findings of Aziz & Dali (2019) in Malaysia and Cheah's (2020) studies in Australia and New Zealand in the RSP industry. The attitude towards service innovation is measured through the ease and comfort in using the RSP dan service applications provided by the RSP operators.

The last test aimed to reveal the effect of customer attitude toward service innovation as a mediator in the relationship between perceived usefulness, perceived ease-of-use, and Word-of-Mouth on the intention to use RSP. The result shows that the path coefficients of  $H_{5a}$ ,  $H_{5b}$ , and  $H_{5c}$  are consecutively 0.164, 0.199, and 0.291. Each of these has a p-value less than 0.05. Based on the path coefficient, and p-value, then  $H_5$  was accepted. So, the customer's perceived benefits (perceived usefulness and perceived ease-of-use) and the social impact (WOM) significantly affect the customers' intention to use RSP. Also, customer attitude towards service innovation affects the relationship between customer perceived benefit and social impact on the intention to use RSP positively dan significantly as mediation. This result is similar to the Jahangir & Begum (2008), Aziz & Dali (2019), and Cheah (2020) studies. Their result was a positive and significant effect of perceived usefulness, perceived ease-of-use, and Word-of-Mouth on the intention to use RSP, with customer attitude toward service innovation as a mediating variable.

After conducting the empirical research to measure the customer benefit as the social consequences of RSP in the relationship to the intention to use, the result can deeper the understanding and robustness of customers' participation in collaborative consumption in Indonesia. Based on the objectives, this research empirically can enrich and broaden the knowledge on various factors that can affect customer attitude and the intention to use RSP. This research result shows that the attitude toward service innovation among RSP customers in Indonesia can substantially mediate the relationship. This finding becomes the novelty of this research. It can fill the research gap related to the limitation on RSP from customers' perspective and enrich the understanding of collaborative consumption.

## CONCLUSION

This study shows that customers' attitudes toward service innovation are positively influenced by perceived usefulness, ease-of-use, and Word-of-Mouth. Furthermore, customer attitudes toward service innovation positively and significantly impact customer willingness to use the RSP. Also, customers' perceptions of usefulness, ease-of-use, and Word-of-Mouth have a favorable and significant impact on the intention to use RSP, which is mediated by the attitude toward service innovation.

The contribution and suggestion of this study to the RSP industry and people who want to participate as RSP providers is the understanding of the antecedents of the intentions to use RSP in Indonesia. The importance of perceived usefulness, perceived ease-of-use, and WOM are antecedents of the intention to use RSP, mediated by customer attitude toward service innovation, especially in Indonesia, could enrich the understanding of the interested people.

Moreover, this research can enrich and strengthen the application of TPB and TAM. The application of TPB becomes fundamental in explaining WOM and the intention to use RPS, which can finally enhance and reinforce similar research literature. This research also uses TAM in the context to explain the attitude toward service innovation, perceived usefulness, and perceived ease-of-use of the RPS. The result can also strengthen and broaden the application of TAM in the research about RPS from the customers' perspective.

Aside from that, suggestions for other researchers to use different variables in the research, such as Value Co-Creation (Nadeem 2020). As the sample of this research is only in Jakarta, it would be better if future research could extend to a broader area and more specific content.

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