



The Influence of Promotion and Service Quality on Gojek User Decisions with Fare as a Moderating Variable: A Study of Gojek Users in Mataram City

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Abstract: This study aims to analyze the effect of promotion and service quality on Gojek user decisions and to examine the moderating role of fares in the relationship between promotion, service quality, and user decisions in Mataram City. This research employed a quantitative approach with a causal associative design. The study involved 75 Gojek users selected through purposive sampling. Data were collected using a structured questionnaire with a five-point Likert scale and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings indicate that promotion has a positive and significant effect on users' decisions to use Gojek services. Service quality also has a positive and significant effect on user decisions. However, fares do not significantly moderate the relationship between promotion and user decisions. Likewise, fares are not able to moderate the relationship between service quality and user decisions. These findings suggest that users' decisions are primarily influenced by effective promotional activities and high service quality rather than fare considerations. Therefore, Gojek should continuously improve promotional strategies and service quality to enhance user decisions and maintain competitiveness in the online transportation service industry.

Keywords: Promotion, Service Quality, User Decision, Fare, Gojek.

Introduction

The rapid advancement of digital technology has transformed various sectors, including the transportation industry. The widespread use of smartphones and internet services has accelerated the adoption of app-based transportation services, enabling consumers to access transportation more efficiently and conveniently. In Indonesia, online transportation has become an essential part of daily mobility, particularly in urban areas. Among the leading platforms, Gojek has consistently expanded its services by offering promotional programs, improving service quality, and implementing competitive fare strategies to maintain its market position and attract users.

The increasing competition among online transportation providers has encouraged companies to

continuously develop effective marketing strategies. Gojek frequently provides promotional programs such as discounts, cashback, and travel vouchers to attract new users and retain existing customers. In addition to promotional activities, service quality has become an important factor influencing consumer decisions. Timeliness, driver professionalism, travel safety, application convenience, and responsiveness in handling customer complaints contribute to users' perceptions of service quality. However, changes in promotional intensity, service consistency, and dynamic fare systems have influenced consumers' decisions in selecting online transportation services.

The dynamic pricing system implemented by Gojek has become one of the major considerations for consumers. During peak hours, adverse weather conditions, or periods of high demand, transportation fares tend to increase. Some consumers continue using

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Gojek because they perceive that the service quality justifies the fare, whereas others switch to competing platforms offering lower prices. This phenomenon indicates that fare perception may influence the relationship between promotion, service quality, and users' decisions. Consequently, fare is expected to play a moderating role in strengthening or weakening the influence of promotional activities and service quality on users' decisions.

Previous studies have generally reported that promotion and service quality positively influence consumers' decisions to use online transportation services. Nevertheless, empirical findings remain inconsistent. Several studies found that promotion significantly affects user decisions, while others reported insignificant effects. Similar inconsistencies have also been identified in studies examining the relationship between service quality and user decisions. Moreover, previous research has predominantly focused on the direct effects of promotion and service quality, whereas limited studies have investigated the moderating role of fare in these relationships, particularly among Gojek users in Mataram City.

Based on these phenomena and research gaps, this study aims to analyze the effects of promotion and service quality on Gojek users' decisions and to examine whether fare moderates the relationships between promotion, service quality, and users' decisions. The findings are expected to enrich the marketing literature on online transportation services and provide practical insights for Gojek in developing effective promotional strategies, improving service quality, and implementing competitive fare policies to enhance users' decisions.

Method

This study employed a quantitative research approach with a causal associative research design to examine the relationships between promotion, service quality, and users' decisions, as well as the moderating role of fares. The research was conducted among Gojek users in Mataram City, Indonesia. The target population consisted of individuals who had experience using Gojek services. A total of 75 respondents were selected using a non-probability sampling technique with a purposive sampling approach. The sampling criteria included respondents who had used Gojek services and were willing to participate in the study.

Primary data were collected through a structured questionnaire distributed to respondents. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The research model consisted of promotion and service quality as independent variables,

users' decisions as the dependent variable, and fare as the moderating variable.

The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The analysis consisted of two stages. The first stage evaluated the measurement model (outer model), including convergent validity, discriminant validity, composite reliability, and Cronbach's alpha to ensure the validity and reliability of the measurement instruments. The second stage evaluated the structural model (inner model) by examining the coefficient of determination (R^2), path coefficients, and hypothesis testing using the bootstrapping procedure. The hypotheses were accepted when the t-statistic exceeded 1.96 and the p-value was less than 0.05, indicating statistically significant relationships among the variables.

Result and Discussion

This section presents the results of data analysis and discusses the findings obtained from the research. The analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results are presented systematically, beginning with respondents' characteristics, followed by the evaluation of the measurement model (outer model), the structural model (inner model), and hypothesis testing. The discussion focuses on interpreting the significance of the findings in relation to the research objectives, providing a comprehensive understanding of the influence of promotion and service quality on Gojek users' decisions, as well as the moderating role of fares.

Respondents' Characteristics

The respondents in this study were Gojek users in Mataram City who met the predetermined sampling criteria. The respondents were selected using purposive sampling, resulting in a total sample of 75 respondents. The characteristics of the respondents are presented in the following tables.

Table 1. Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	50	67
Female	25	33
Total	75	100

Source: Processed Primary Data (2026)

Table 1 presents the distribution of respondents based on gender. Of the 75 respondents, 50 respondents (67%) were male, while 25 respondents (33%) were female. These findings indicate that the majority of Gojek users participating in this study were male. This distribution suggests that male respondents were more

actively involved in using Gojek services in Mataram City during the period of this study.

The convergent validity of the measurement model was evaluated using outer loading values. According to Hair et al. (2021), an indicator is considered valid when it has an outer loading value greater than 0.70. The results of the convergent validity test are presented in Table 2.

Table 2. Convergent Validity Assessment (Outer Loadings)

Construct	Number of Indicators	Outer Loading Range	Criterion	Result
Promotion (X1)	6	0.821–0.894	> 0.70	Valid
Service Quality (X2)	8	0.756–0.855	> 0.70	Valid
Fare (Z)	8	0.809–0.909	> 0.70	Valid
Gojek User Decision (Y)	8	0.874–0.924	> 0.70	Valid

Source: Primary Data Processed (2026)

Based on Table 2, all constructs achieved the recommended outer loading threshold of 0.70 (Hair et al., 2021). The Promotion construct showed outer loading values ranging from 0.821 to 0.894, Service Quality from 0.756 to 0.855, Fare from 0.809 to 0.909, and Gojek User Decision from 0.874 to 0.924. Since all indicator loadings exceeded the minimum requirement, all indicators were retained in the measurement model. These results confirm that the measurement model demonstrates satisfactory convergent validity and is appropriate for further structural model evaluation.

Table 3. Average Variance Extracted (AVE) Results

Construct	AVE	Criterion	Result
Promotion (X1)	0.732	> 0.50	Valid
Service Quality (X2)	0.679	> 0.50	Valid
Fare (Z)	0.808	> 0.50	Valid
Gojek User Decision (Y)	0.743	> 0.50	Valid

Source: Primary Data Processed (2026)

As presented in Table 3, all constructs achieved AVE values exceeding the recommended threshold of 0.50 (Hair et al., 2021). Promotion, Service Quality, Fare, and Gojek User Decision obtained AVE values of 0.732, 0.679, 0.808, and 0.743, respectively. These findings indicate that each construct explains more than 50% of

the variance in its indicators, thereby confirming satisfactory convergent validity. Therefore, all constructs are considered valid and appropriate for subsequent structural model analysis.

Table 4. Discriminant Validity Assessment (Fornell-Larcker Criterion)

Construct	Promotion (X1)	Service Quality (X2)	Gojek User Decision (Y)	Fare (Z)
Promotion (X1)	0.856			
Service Quality (X2)	0.549	0.824		
Gojek User Decision (Y)	0.540	0.796	0.862	
Fare (Z)	0.721	0.687	0.715	0.899

Source: Primary Data Processed (2026)

Table 4 presents the Fornell-Larcker Criterion used to evaluate discriminant validity. The square root of the AVE for each construct is greater than its correlations with the other constructs. Specifically, Promotion, Service Quality, Gojek User Decision, and Fare have diagonal values of 0.856, 0.824, 0.862, and 0.899, respectively, all exceeding the corresponding inter-construct correlations. These findings indicate that each construct is empirically distinct, confirming that the measurement model satisfies the discriminant validity criterion (Hair et al., 2021).

Table 5. Coefficient of Determination (R²)

Endogenous Construct	R ²	Adjusted R ²
Gojek User Decision (Y)	0.809	0.795

Source: Primary Data Processed (2026)

Table 5 shows that the coefficient of determination (R²) for the endogenous construct, Gojek User Decision, is 0.809, with an adjusted R² value of 0.795. This indicates that Promotion, Service Quality, and Fare collectively explain 80.9% of the variance in Gojek User Decision, while the remaining 19.1% is explained by other factors not included in the research model. According to Hair et al. (2021), an R² value of 0.809 indicates substantial explanatory power, suggesting that the proposed structural model has strong predictive capability in explaining Gojek users' decisions.

Table 6. Path Coefficients and Hypothesis Testing Results

Hypothesis	Path	β	t-value	p-value	Decision
H1	Promotion → Gojek User Decision	0.374	4.664	<0.001	Supported
H2	Service Quality → Gojek User Decision	0.371	5.502	<0.001	Supported
H3	Fare × Promotion → Gojek User Decision	0.019	0.259	0.796	Not Supported
H4	Fare × Service Quality → Gojek User Decision	0.016	0.260	0.795	Not Supported

Source: Primary Data Processed (2026)

Table 6 presents the hypothesis testing results. Promotion ($\beta = 0.374$, $p < 0.001$) and Service Quality ($\beta = 0.371$, $p < 0.001$) have positive and significant effects on Gojek User Decision, supporting H1 and H2. However, the interaction effects of Fare on the relationships between Promotion and Gojek User Decision ($\beta = 0.019$, $p = 0.796$) and between Service Quality and Gojek User Decision ($\beta = 0.016$, $p = 0.795$) are not significant. Therefore, H3 and H4 are not supported, indicating that Fare does not moderate the effects of Promotion and Service Quality on Gojek User Decision.

The Effect of Promotion on Gojek User Decision

The results indicate that promotion has a positive and significant effect on Gojek users' decisions in Mataram City. This finding supports Consumer Behavior Theory, which explains that consumers' purchasing or usage decisions are influenced by various marketing stimuli received from companies. Promotion serves as one of the external stimuli that attracts consumers' attention, creates awareness, and encourages them to evaluate and ultimately choose a particular service. Therefore, attractive promotional programs, such as discounts, cashback, and vouchers, can positively influence consumers' behavioral responses and increase their intention to use Gojek services.

Furthermore, this finding is supported by the promotion theory proposed by Kotler and Keller (2022), which states that promotion is a marketing communication tool designed to inform, persuade, and remind consumers about products or services, thereby encouraging purchasing decisions. Effective promotional strategies provide additional value perceived by consumers and reduce the perceived cost of using the service. As a result, consumers become more motivated to choose Gojek over competing online transportation platforms.

The findings are consistent with previous studies conducted by Widyaratna et al. (2021), Juri and Chairunnisa (2021), and Fitriana et al. (2021), which concluded that promotion has a positive and significant influence on consumers' decisions to use Gojek services. Likewise, Hidayat (2023) and Pratama and Wijaya (2024) found that digital promotional activities, discounts, and vouchers significantly encourage consumers to use online transportation applications. These consistent findings confirm that promotion remains one of the most effective marketing strategies in influencing consumer behavior.

The Effect of Service Quality on Gojek User Decision

The findings reveal that service quality has a positive and significant effect on Gojek users' decisions. From the perspective of Consumer Behavior Theory, consumers evaluate service performance before making

decisions to continue using a service. Positive experiences obtained through reliable and satisfying services shape favorable perceptions and influence future behavioral intentions. Consequently, consumers who perceive Gojek services as safe, reliable, responsive, and convenient are more likely to continue using the application.

This finding is also supported by the SERVQUAL theory developed by Parasuraman, Zeithaml, and Berry (1988), which explains that service quality is reflected through reliability, responsiveness, assurance, empathy, and tangibles. High service quality increases consumers' confidence and satisfaction, which ultimately encourages purchasing or usage decisions. In the online transportation industry, service quality includes punctuality, driver professionalism, application usability, travel safety, and responsiveness in handling customer complaints.

These results are consistent with the studies of Suryani (2020), Widyaratna et al. (2021), Syafitri et al. (2020), and Juri and Chairunnisa (2021), which reported that service quality significantly influences consumers' decisions to use Gojek services. In addition, the findings support those of Mardjani et al. (2019), Prihatma and Fadillah (2020), and Supiani and Silitonga (2021), who concluded that high service quality contributes to customer satisfaction, loyalty, and continued use of online transportation services.

The Moderating Effect of Fare on the Relationship between Promotion and Gojek User Decision

The results indicate that fare does not significantly moderate the relationship between promotion and Gojek users' decisions. According to Consumer Behavior Theory, consumers evaluate various marketing stimuli before making decisions. Although fare is one of the considerations in the evaluation process, the present findings indicate that promotional benefits are more influential than fare variations. Consumers appear to perceive discounts, cashback, and promotional vouchers as providing greater value, thereby reducing the importance of fare when deciding to use Gojek services.

This finding can also be explained by pricing theory, which suggests that consumers evaluate price based on perceived value rather than solely on the nominal amount paid. When promotional incentives provide sufficient benefits, consumers become less sensitive to fare fluctuations. Therefore, fare does not strengthen or weaken the influence of promotion on users' decisions.

This result differs from the findings of Naulibasa et al. (2022), who reported that price significantly influences consumers' decisions to use Gojek services. The difference may be attributed to variations in research settings, respondent characteristics, and

consumer preferences. Specifically, Gojek users in Mataram City tend to prioritize promotional attractiveness over fare considerations.

The Moderating Effect of Fare on the Relationship between Service Quality and Gojek User Decision

The findings also demonstrate that fare does not significantly moderate the relationship between service quality and Gojek users' decisions. Based on Consumer Behavior Theory, consumers tend to prioritize the overall benefits obtained from a service when making decisions. High service quality generates positive experiences, trust, and satisfaction that remain important regardless of changes in transportation fares. Consequently, users continue to choose Gojek because they perceive the service quality as meeting their expectations.

This finding is further supported by the theory of consumer decision-making, which states that purchasing decisions result from consumers' evaluations of the overall value offered by a product or service. In this study, the quality of Gojek services appears to provide greater value than fare considerations, indicating that users are willing to pay reasonable transportation fares as long as they receive reliable, safe, and convenient services.

The findings differ from those of Naulibasa et al. (2022), who found that price significantly influenced consumers' decisions. However, the present study suggests that service quality is a more dominant determinant than fare in influencing Gojek users' decisions in Mataram City. Therefore, maintaining excellent service quality should remain Gojek's primary strategy for enhancing consumer decisions and sustaining long-term competitiveness.

Conclusion

This study aimed to examine the influence of promotion and service quality on Gojek users' decisions, as well as the moderating role of fare among Gojek users in Mataram City. The findings indicate that promotion and service quality have positive and significant effects on users' decisions to use Gojek services. These results suggest that attractive promotional programs, such as discounts, cashback, and vouchers, together with high service quality reflected in reliability, responsiveness, safety, and convenience, play an important role in encouraging consumers to choose Gojek. The findings are consistent with previous studies conducted by Suryani (2020), Widyaratna et al. (2021), Juri and Chairunnisa (2021), and Fitriana et al. (2021), which concluded that promotion and service quality are significant determinants of consumers' decisions to use Gojek services. In addition, this study supports the

findings of Syafitri et al. (2020), Mardjani et al. (2019), Prihatma and Fadillah (2020), and Supiani and Silitonga (2021), which emphasized the importance of promotion and service quality in enhancing consumer responses toward online transportation services.

However, this study found that fare does not significantly moderate the relationship between promotion and users' decisions or between service quality and users' decisions. This finding differs from the results of Naulibasa et al. (2022), who reported that price significantly influenced consumers' decisions to use Gojek services. The difference may be explained by variations in respondents' characteristics, research settings, and consumer preferences. Specifically, Gojek users in Mataram City appear to place greater emphasis on the benefits gained from promotional programs and the quality of service than on fare considerations when deciding to use the application.

The findings provide practical implications for Gojek management to continuously improve promotional strategies and maintain high service quality as key factors influencing users' decisions. Although fare remains an important operational aspect, competitive pricing alone is insufficient to strengthen the influence of promotion and service quality on users' decisions. This study is limited to Gojek users in Mataram City with a sample of 75 respondents; therefore, future research is recommended to include larger and more diverse samples from different regions and incorporate additional variables, such as customer satisfaction, trust, perceived value, or brand image, to provide a more comprehensive understanding of consumer behavior in online transportation services.

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