THE INFLUENCE OF PERCEIVED TRUSTWORTHINESS, PERCEIVED CONVENIENCE AND PERCEIVED PRICE ON DIGITAL ATTITUDE IN DECISION TO USE THE SERVICE ON DEMAND APPLICATION IN INDONESIA

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Abstract. In recent years, the development of Digital technology in Indonesia has experienced significant growth, especially with the emergence of various on-demand service applications. The app allows users to easily get various services. However, the emergence of these applications has triggered various responses from the public. On the one hand, many have responded positively due to the convenience and flexibility offered. On the other hand, there were also negative responses, such as complaints about the price being more expensive than conventional services, as well as concerns about security and privacy. In this study, the aim is to analyze the influence of trust, comfort, and price whether it affects the decision to use through Digital attitudes, the population in this study, namely the people of Indonesia, and this study uses a quantitative method, namely by distributing questionnaires.

Keywords: Perceived ,Convenience ,Price, Digital Attitude, Service on Demand

Introduction

In recent years, the development of digital technology in Indonesia has experienced significant growth. One of the popular technological innovations is the service on demand application . This application allows users to get various services such as transportation, delivery food, until service House ladder only with a few touches on their phones. The success of these applications is inseparable from the factors that influence digital attitudes and user decisions in choosing these services. In Indonesia itself, there are currently many companies in the digital sector that are actively creating applications such as service on demand.

on-demand service applications , there are various responses from various groups of people, some positive and some negative. From the emergence of public responses, there are still many complaints that in face it by public, let go from convenience Which in give by several on-demand service applications, it turns out that there are still many problems faced by the public or users.

Based on the facts found by researchers, it turns out that there are problems related to the perception of trust, where sometimes the orders that consumers order are not delivered by partners from the application. And Also perception comfort Which Where sometimes consumer It is difficult to determine the destination address and pick-up point, not only that, sometimes price Which There is in application very Far different with price original from shops that sell goods or food, this also has an effect on perception price Which in give. See from problem Which in on earlier it turns out that the use of on-demand service applications is still relatively high. With the difference in the number of online transportation users, researchers chose 3 online transportation applications, namely Maxim, Gojek, and also indrive because in terms of the number of users, these 3 applications are quite high.

Based on the background description And description on, writer interested For do study with the title "THE EFFECT OF PERCEIVED TRUSTWORTHINESS, PERCEIVED CONVENIENCE AND PERCEIVED PRICE

ON DIGITAL ATTITUDE IN THE DECISION TO USE SERVICE ON DEMAND APPLICATIONS IN INDONESIA."

Methods

In the research that will be carried out, a type of research will be used quantitative, Method quantitative is A method study which in inside use Lots number. Start from process collection data to its interpretation. in this case it is stated using numerical units and will then be analyzed using a statistical technique. The independent variables in this study are Perceived Trustworthiness (X1), Perceived Convience (X2), and Perceived Price (X3), and the dependent variable or (bound variable) is the decision to use (Y). The data source created by the researcher is the result of the processing process. data Which done during study. Primary data is data obtained from the field or obtained from respondents, namely Indonesian citizens. Which Once use application service on demand . Data These are the results of the questionnaire answers from selected respondents who meet the respondent criteria.

The data collection method used in this study is the method use collection data questionnaire. The measurement scale used in this research is the Semantic Interval Scale with mark One approach very "No agree" And mark ten approaching "strongly agree" in the questionnaire. The population selected in this study was the entire Indonesian community. In this study, the sample was taken from the population, namely the entire Indonesian community who had used the Service On Demand application . The sampling method used in this study was the purposive sampling method with the G Power formula, and produced sample minimum as many as 129 respondents are users of the on-demand service application.

Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS software version 4. The measurement model or outer model in this study uses validity and reliability. . Validity is an instrument that shows the level of accuracy of data between what actually happens to an object and the data collected by the researcher. study This there is 2 stage The tests that will be carried out are Convergent Validity and Discriminant Validity. Meanwhile, Reliability testing in this study was carried out using the calculation of the Cronbach's Alpha value for each variable Which tested. A variable it is said reliable (reliable) if it has Cronbach's Alpha > 0.7 . At inner model done For test connection between variable latent. Inner model tested with see mark R square And path coefficient. For hypothesis testing using full model structural equation modeling (SEM) analysis with smartPLS.

Result and Discussion

Data Analysis Results

In this study, SEM-PLS analysis was used with the calculation process assisted by SmartPLS 4.0 software, carried out using a structural equation modeling (SEM) approach based on Partial Least Square (PLS).

Normality Test

Table 1. Results Normality Test

Variables	Indicator	Mean	Min	Standard Deviation	Kurtosis	Skewness
	PT1	5.062	1.000	1.456	1.407	-1.207
Perceived	PT2	5.039	1.000	1.621	0,7	-1.136
Tsrustwortness	PT3	5.217	1.000	1.535	0,501	-0.970
	PT4	5.062	1.000	1.488	0,467	-0.908
	PT5	5.364	1.000	1.403	1.162	-1.099
	PC1	5.341	1.000	1.406	1.376	-1.219
	PC2	5.341	1.000	1.332	2.453	-1.345
Perceived	PC3	5.496	1.000	1.135	3.234	-1.325
Convinience	PC4	5.574	1.000	1.119	1.724	-1.009
	PC5	5.783	1.000	1.106	4.598	-1.609
	PC6	5.062	1.000	1.488	0,467	-0.908
Decision To Use	D1	5.744	1.000	1.215	3.766	-1.540
	D2	5.690	1.000	1.212	3.612	-1.549
	D3	5.822	1.000	1.137	4.484	-1.690

Percieved Price	PP1	5.581	1.000	1.286	1.240	-1.101
	PP2	5.496	1.000	1.426	1.703	-1.267
	PP3	5.496	1.000	1.420	2.431	-1.404
	PP4	5.473	1.000	1.404	2.615	-1.450
	DA1	5.744	1.000	1.222	4.412	-1.716
	DA2	5.667	1.000	1.109	2.823	-1.308
	DA3	5.659	1,000	1.171	1.951	-1.151
Digital Attitude	DA4	5.767	1,000	1.060	2.890	-1.258
	DA5	5.659	1,000	1.285	2.182	-1.379
	DA6	5.822	1,000	1.184	2.609	-1.434

Based on the results of the analysis above it can be seen that according to Hair et al., (2017) if the skewness value is not >-2,000 to >2,000 and mark kurtosis >-7,000 until >7,000 so distribution data research that done can it is said normal And study furthermore can be carried out to the next stage.
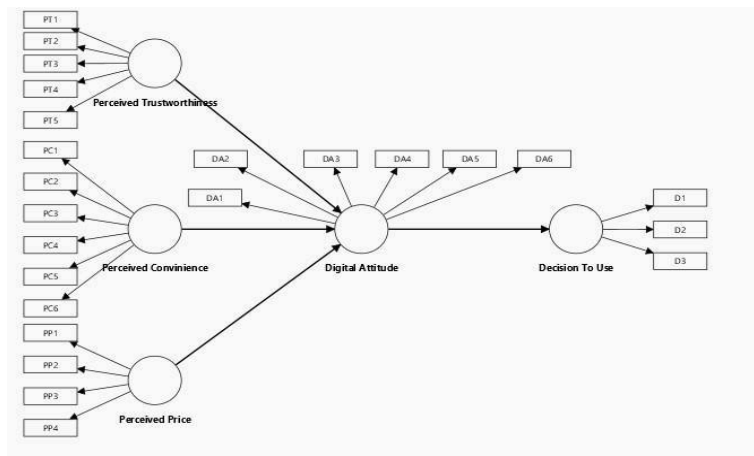
Initial PLS Model Scheme

Figure 1. Initial PLS Model Schema

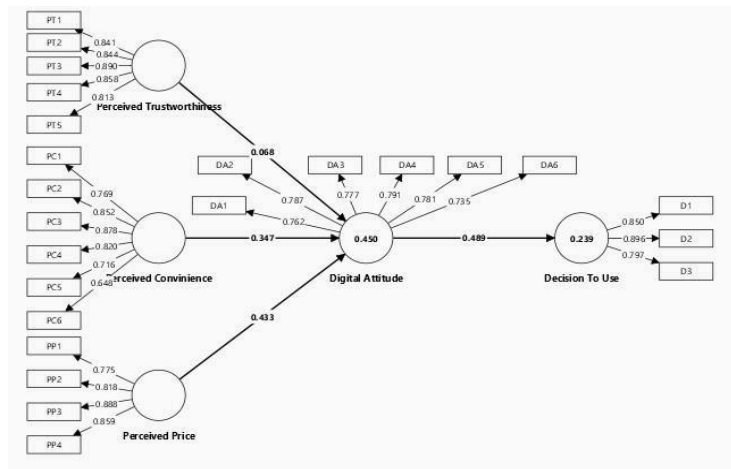### Measurement Model Results (Outer Model)

Figure 2. Outer Model PLS- SEM

Based on Figure 2, it can be concluded that the statement given can be declared valid.

a. *Convergent* Test Results *validity*

Table 2. *Outer Loading/Loading factor*

Variabel	Indikator	Outer loading	Keterangan
Perceived Trustwortness	**PT1**	0,841	**Valid**
	PT2	0,844	**Valid**
	PT3	0,890	**Valid**
	PT4	0,858	**Valid**
	PT5	0,813	**Valid**
Perceived Convinience	**PC1**	0,769	**validity**
	PC2	0.852	**validity**
	PC3	0.878	**validity**
	PC4	0.820	**validity**
	FP5	0.716	**validity**
	FP6	0.848	**validity**
Perceived Price	**PP1**	0.775	**validity**
	PP2	0.818	**validity**
	PP3	0.888	**validity**
	PP4	0.859	**validity**
Digital Attitude	**DA1**	0,762	**Valid**
	DA2	0,787	**Valid**
	DA3	0,777	**Valid**
	DA4	0,791	**Valid**
	DA5	0,781	**Valid**
	DA6	0,735	**Valid**
Decision To Use	**D1**	0,850	**Valid**
	D2	0,896	**Valid**
	D3	0,787	**Valid**

Based on the variables above, it can be seen that all items statement stated valid And No There is Which removed from the model.

b. Reliability Test Results and *Cronbach's Alpha*

Table 3. *Cronbach's Alpha And Composite Reablity*

Variables	Cronbach's alpha	Composite reliability (rho_a)	n reliability (rho_c)	Average variance Extracted from (AVE)
Decision To Use	0.804	0.805	0.885	0.720
Digital Attitude	0.865	0.867	0.899	0.596
Perceived Convenience	0.873	0.887	0.905	0.616
Perceived Price	0.859	0.884	0.903	0.699
Perceived Trustworthiness	0.904	0.913	0.928	0.722

Circulating on table 3 , that all existing constructs have good reliability.

c. *Discriminant Validity* Test Results

Table 4. Heteroit Motarit ratio (HTMT)

	Decisio To Use	Digital Attiude	Perceived Convinience	Perceived Price	Perceived Trustworthiness
Decision To Use					

Digital Attitude	0.582			
Perceived Convinience	0.598	0.601		
Perceived Price	0.578	0.610	0.338	
Perceived Trustworthiness	0.302	0.461	0.8510.203	

Based on table 4, the HTMT parameter has a value of <0.90 so that the model is declared unique and valid. For the *Fornell Lacker parameter,* it can be seen in table 5.

Table 5. *Forner Lacker*

	Decision To Use	Digital Attit ude	Percei ved Convenience	Perceived Price	Perceived Trustworthiness
Decision To Use	0.848				
Digital Attitude	0.489	0.772			
Perceived Convinience	0.511	0.528	0.785		
Perceived Price	0.467	0.551	0.300	0.836	
Perceived Trustworthiness	0.259	0.412	0.742	0.198	0.850

Based on table 5 mark compatibility each variable has a higher value. This parameter is supported by Cross Loading which can be seen in table 6:

Table 6. *Cross Loading*

	Decision To Use	Digital Attitude	Perceived Convenience	Perceived Price	Perceived Trustworthiness
D1	**0.850**	0.425	0.478	0.334	0.260
D2	**0.896**	0.413	0.442	0.392	0.176
D3	**0.797**	0.406	0.377	0.466	0.221
DA 1	0.361	**0.762**	0.408	0.587	0.379
DA 2	0.411	**0.787**	0.323	0.506	0.308
DA 3	0.249	**0.777**	0.400	0.395	0.351
DA 4	0.366	**0.791**	0.497	0.279	0.353
DA 5	0.417	**0.781**	0.398	0.437	0.189
DA 6	0.443	**0.735**	0.428	0.306	0.331
PC1	0.336	0.326	**0.769**	0.219	0.643
PC2	0.365	0.394	**0.852**	0.276	0.646
PC3	0.432	0.510	**0.878**	0.269	0.552
PC4	0.469	0.452	**0.820**	0.282	0.486
PC5	0.574	0.411	**0.716**	0.207	0.401
PC6	0.176	0.349	**0.648**	0.138	0.858
PP1	0.477	0.394	0.246	**0.775**	0.097
PP2	0.404	0.343	0.228	**0.818**	0.099
PP3	0.431	0.500	0.226	**0.888**	0.155
PP4	0.292	0.554	0.296	**0.859**	0.267
PT1	0.212	0.312	0.559	0.098	**0.841**
PT2	0.235	0.296	0.513	0.143	**0.844**
PT3	0.255	0.412	0.687	0.232	**0.890**
PT4	0.176	0.349	0.648	0.138	**0.858**
PT5	0.219	0.360	0.712	0.207	**0.813**

Based on table 6, the cross loading value also shows There is his discriminant validity Which Good because of The correlation value of the indicator to its construct is higher than the correlation value of other construct indicators.

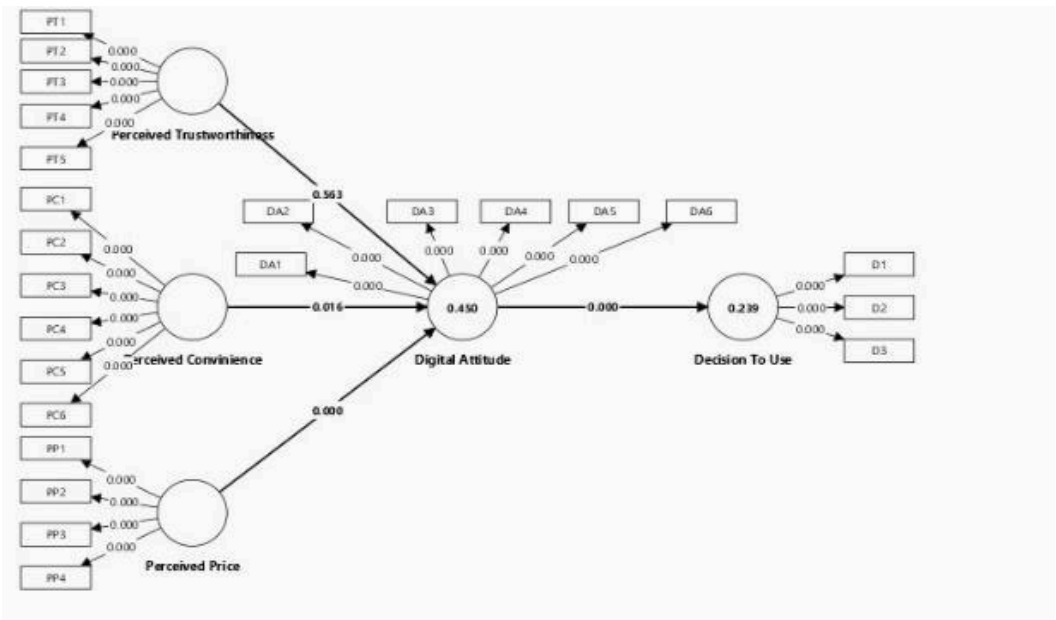**Structural Model Analysis (Inner Model)**

Figure 3. Inner Model

Based on Figure 3 of the structural model above, the variable *Perceived Trustworthiness* own influence most big to *Digital Attitude.*

a. Multicollinearity Test Results

Table 7. Results Test Multicollinearity

	VIF
Digital Attitude -> Decision To Use	1.000
Perceived Convinience -> Digital Attitude	2.356
Perceived Price -> Digital Attitude	1.101
Perceived Trustworthiness -> Digital Attitude	2.231

Based on data on table 7 can seen there is no multicollinearity between the latent variables being measured.

b. Adjust Rsquare Test Results

Table 8. *R-adjusted Square*

	R-square	**Adjusted R- square**
Decision To Use	0.239	0.233
Digital Attitude	0.450	0.437

Based on on table 8, shows that *the Decision To use variable* affects *Digital Attitude* by 23.3% (weak) the rest is influenced by other factors. Meanwhile, the *Digital Attitude variable* can be influenced by the variables *Perceived Trustworthiness, Perceived Convenience, Perceived Price* by 45% (moderate) the rest can be explained by other variables.

c. F Square Test

Table 9. Test F Square

	f-square
Digital Attitude -> Decision To Use	0.315
Perceived Convinience -> Digital Attitude	0.093

Perceived Price -> Digital Attitude	0.310
Perceived Trustworthiness -> Digital Attitude	0.004

Based on table 9, it can be seen that the influence of *Digital Attitude* to *Decision* as big as 0.315 (big). Influence *Perceived Convenience* on *Digital Attitude* is 0.093 (moderate). The influence of *Perceived Price* on *Digital Attitude* is 0.310 (Large). The influence of *Perceived Trustworthiness* on *Digital Attitude* is 0.004 (Small).

4.2. Hypothesis Testing

Table 10. *Patch Coefficient*

	Original sample (O)	Sample average (M)	Standard deviation(STDE (|O/STDEV|) V)	T statistic (|O/STDEV|)	Mark P (P values)
Digital Attitude -> Decision To Use	0.489	0.487	0.116	4.219	0.000
Perceived Convinience -> Digital Attitude	0.347	0.345	0.144	2.411	0.016
Perceived Price -> Digital Attitude	0.433	0.442	0.102	4.244	0.000
Perceived Trustworthiness -> Digital Attitude	0.068	0.069	0.118	0.578	0.563

Based on on table 10, can seen that influence direct *Perceived Trustworthiness* has no influence on *Digital Attitude* . *Perceived Convenience* has a positive and significant influence on *Digital Attitude* . Perceived Price has a positive and significant influence on *Digital Attitude* . And *Digital Attitude* own influence positive And significant to *Decision To use.*

Discussion

This study has found that the influence of Perceived Trustworthiness on Digital Attitude does not have a positive and significant effect. This is supported by a sig value > 0.05 which is 0.563. This can be seen from one of the statements of the Perceived Trustworthiness variable, many of whom answered disagree, namely the indicator Protecting Privacy and There is a thought to trust.

Protecting privacy is an indicator that measures the extent to which an application can protect user information data so that the data is safe and not misused by others. From the statement of the indicator protecting privacy, it is proven from the results of the questionnaire that many answered disagree, this could be due to the user's experience that user information data can still be seen by others. Protecting privacy is very important because users hope that their privacy is maintained and keeps users from switching to competitor applications.

There is a thought to trust indicator that measures the extent to which users trust one of the services in the application. From the statement on the There is a thought to trust indicator, it is proven from the results of the questionnaire that many do not agree with the statement. This is because from the experience of users using the application service but it is not implemented properly by the application. This indicator is also very important if users no longer trust an application, they will move to a competitor's application.

Therefore, the service on demand application service must further improve and maintain user privacy data and improve service by means of customer service must always be active in serving complaints submitted by users so that they can improve the application system in the future. This is not in line with previous research, such as that conducted by (Rismalia & Sugiyanto, 2022) which stated that there was a positive and significant influence between Perceived Trustworthiness and Digital Attitude.

Influence Perceived Convinience Towards Digital Attitude

This study has found that the influence of Perceived Convenience on Digital Attitude has a positive and significant effect. This is supported by a sig value > 0.05 which is 0.016. This can be seen from one of the

statements of the Perceived Convineance variable, many answered strongly agree, namely the Post Benefit Convenience indicator.

Post benefit convenience is an indicator that measures the extent to which an application provides convenience that users will obtain in using a service in the application. From the statement of the Post benefit convenience indicator, it is proven from the results of the questionnaire that they strongly agree with the statement, this is due to the user experience of the ease of using the services in the application, with the ease of using the application service, users will not switch to other applications .

Based on the results of the analysis, it shows that there is a positive and significant influence between Perceived Convenience and Digital Attitude. There are several factors that influence the relationship between Perceived Convenience and Digital Attitude , including the following:
1. Increase time efficiency
2. Make it easier for users to find what they are looking for
3. Access fast without need more effort to use it.
4. Payment can be in cash or e-wallet.

With the above factors, it can influence user interest in use service on application service on demand . So This is in line with previous research, such as research conducted by Nuruia Maspiana Siregar, Zulkarnain Natsution, & Fauzazn Hanum (Siregar et al., 2023) Which state that Perceived Convenience has a positive and significant influence on Digital Attitude .

Influence Perceived Price To Digital Attitude

This study has found that the influence of Perceived Price on Digital Attitude has a positive and significant effect. This is supported by a sig value > 0.05 which is 0.016. This can be seen from one of the statements of the Perceived Price variable, many of whom answered strongly agree, namely the Price Affordability indicator.

Competitors' affordability is an indicator that measures the extent to which users are able to purchase or use a service at a reasonable price and in accordance with their income. From the statement on the price affordability indicator, it is proven from the results of the questionnaire that they strongly agree with the statement, this is because users who see the price offered by the application according to the user's ability do they agree with the price given by the application.

Based on the results of the test analysis, it shows a positive and significant influence between Perceived Price and Digital Attitude. This is possible with several factors that influence the relationship between variables as follows:
1. Price Which set on application service on demand more cheap from on application service on other demands.
2. There is promo special
3. The price given is in accordance with the quality of service
4. Prices are set according to consumer predictions

Therefore, the service on demand services on the Gojek, Maxim, and Indrive applications must maintain price consistency so that the level of consumer decisions to use service on demand services increases. This is in line with previous research, such as research Which done by Peter And olson (2010) Which stated that Perceived Price own influence positive And significant towards Digital Attitude(Rahman & Nurlatifah, 2020) .

Influence Digital Attitude To Decision To Use

This study has found that the influence of Digital Attitude on Decision To Use has a positive and significant effect. This is supported by a sig value > 0.05, which is 0.000. This can be seen from one of the statements from the Digital Attitude variable, many answered strongly agree, namely the Potential capability indicator after using digital solution

Potential capability after using digital solution is the potential that will be obtained by users after using the application can be in the form of promos and special prices. Potential capability after using digital solutions is proven from the results of the questionnaire that strongly agrees with the statement, this is because users think that if they often use the application service, they will get some promos that are beneficial to them.

Based on the results of the analysis test carried out, there is a relationship positive And significant between variable Digital Attitude against Decision To Use. Factors that may have an influence can be described below:
1. It really helps users in carrying out their daily activities .
2. Make it easy user in order goods And service without need to bother coming to the destination directly
3. Giving experience new Which interesting
4. The application is easy to use and there are many services that can be used.

This shows that Digital Attitude is one of the important factors in supporting users' decisions to use service on demand.This is in accordance with previous research, such as conducted by Rakhmad (2020) which stated that there is a positive and significant influence that occurs between Digital Attitude and Dicision To Use(Santoso et al., 2020)

Conclusion

The conclusion of this study is "The Influence of Perceived Trustworthines, Perceived Convenience and Perceived Price on Digital Attitude in the Decision to Use Service On Demand Applications in Indonesia". The research method is quantitative in data analysis using a questionnaire through google form to a minimum sample of 129 respondents and has met the sample, namely 129 who have filled out the questionnaire. The overall results of the research discussed were obtained as follows:

1. Perceived Trustworthness does not have a positive and significant effect on Digital Attitude. This is due to some user experiences that user privacy data can still be seen by others and also the experience of users when they use one of the services, there are some that are not implemented properly by the application.
2. Perceived Convenieace has a positive and significant influence on Digital Attitude. This is evidenced by the results of the data obtained that users feel facilitated when using the applications they use.
3. Perceived Price has a positive and significant influence on Digital Attitude. This is proven from the results of the data obtained that the price offered by the application is in accordance with the user's ability
4. Digital Attitude has a positive and significant influence on Dicision to Use. This is proven from the results of the data obtained that users think that if they often use the services on the application they will get benefits or promos that can benefit them.

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