

Analysis Of Students' Consumption Behavior Through The Use Of The Grabcar Application

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Abstract: *This research analyzes the use of the Grabcar application on the consumption behavior of Jember University students. In the midst of developments in digital technology, Grabcar has become a popular transportation choice among students, offering easy access and time efficiency. This research uses a qualitative approach with survey and interview methods to collect data about student consumption patterns related to Grabcar use. The research results show that students tend to shift their transportation choices from public transportation to Grabcar, which has implications for increasing spending on transportation. Using Grabcar not only provides convenience, but also influences consumer lifestyles, where students more often attend social events and campus activities. However, students are expected to manage their expenses wisely to avoid potential financial problems in the future. This article provides recommendations for increasing students' financial awareness so they can utilize modern transportation services responsibly.*

Keywords: grabcar, consumption theory, technology, students, consumption behavior

1. INTRODUCTION (Heading 1)

The development of information and communication technology has had a significant impact on various aspects of life, including the transportation sector. Transportation is a service provided to help move people or goods from one place to another. In the context of Indonesian people's lives, transportation or transportation has a very crucial role. By realizing the importance of the transportation function, the traffic and road transportation system needs to be organized into an integrated national transportation system, so that it can provide transportation services that suit traffic needs and transportation services that are orderly, comfortable, fast, smooth and at affordable costs. Therefore, transportation means transporting or moving something from one location to another. The need for transportation is a basic aspect of human nature that tends not to change, while desires are the desire to fulfill certain needs that are more flexible.

Although individuals may have similar needs, their desires may vary. Everyone fulfills their needs and desires through the goods and services offered. Consumer behavior greatly influences decision making in purchasing the products or services needed. This process is an approach to solving problems related to purchasing goods or services to fulfill needs and desires. For consumers, the costs incurred to fulfill needs and desires must be proportional to their expectations to achieve satisfaction. Decision making by transportation service users is very important because every action requires a decision that will affect the results or output achieved. Indicators of student consumption behavior, such as needs

and desires, will determine decisions in using online transportation services such as Grab.

Changing the transportation model from conventional to an application-based system on smartphones is very popular with the public, reflecting social changes that desire ease in using transportation modes. Grab has become the main choice for its customers in supporting various activities, so this company competes closely with other application service providers.

Looking at the development of transportation facilities in Indonesia, the progress that has occurred is very significant, which of course increases the need for transportation, especially for those who do not have private vehicles. Traditional transportation can be found at terminals, bus stops and bases, but is often considered less innovative amidst rapid technological developments, including the emergence of various online transportation services.

Grab, as a company that combines internet technology with transportation, is now present in many cities in Indonesia. This online transportation service is increasingly popular among the public, including office workers, private employees, students and university students, such as Jember University students. They are now more likely to use online transportation services such as Grab compared to public transportation. This can be seen from data showing the number of Jember University students who use the Grab online transportation service. Students' interest in using Grab's online transportation services influences their consumption behavior in the current digital era, especially among Jember University students. Factors that influence this interest include service quality and promotions.

According to W. S. Winkel (1983: 38), interest is a rather persistent tendency to feel interested in a particular field and feel happy being involved in that field. Meanwhile, Witherington (1985: 38) defines interest as a person's awareness of certain objects, individuals, issues or situations that have personal relevance or are considered important. Interest can be influenced by several factors, namely: (1) Transactional Interest (2) Referential Interest (3) Preferential Interest (4) Explorative Interest.

From the results of Amany Rania Azzahra, Asyila Shamara, Mohamad Zein Saleh's research (2023) entitled *The Phenomenon of Gojek Online Transportation Services among Development Jaya University Students*, the research method used was literature study and data collection through literature study, the results were theoretical data that the author found shows that students are interested in using online motorcycle taxis, especially Gojek, for various reasons. First, they consider Gojek to have affordable rates, allowing them to travel more economically. Second, Gojek makes it easy to take students to their destination quickly and efficiently. Third, security is an important factor that makes students feel comfortable using Gojek services, because they can track information about the driver and vehicle before making an order. Apart from that, practicality and convenience are also main considerations. Students find using Gojek very easy and practical, because they can make orders through the application with just a few taps of their cellphone screen. Gojek transportation price transparency is also displayed openly on the cellphone screen when making an order, so students can easily find out how much it will cost, allowing them to plan according to their financial capabilities.

Based on the background of the development and progress of online transportation which has had a significant impact on its users, this article will discuss the analysis of the use of the GrabCar application and how this influences the consumption behavior of Jember University students, by referring to several data sources from journals and books.

2. THEORETICAL STUDY

2.1 Digital Society

According to Castells (1996), digital society is defined as a society built on communication networks that facilitate the exchange of information in real-time, changing the way individuals interact and organize. This shows that digital technology allows individuals to share and receive information quickly and instantly. This is different from traditional methods where communication and information exchange takes longer. In a digital society, information can be disseminated in seconds. In the context of Grabcar, students can see price, waiting time and route information directly. This facilitates quick and informed decision making, which directly influences their consumption behavior, for example choosing Grabcar over other modes of transport.

In their journal Sabella, Atrika Iriyani, and Delfiazi Puji Lestari (2023) Based on the results of research using consumption theory which has been explained, entering cyberspace with the presence of a number of online media is a sinequanon condition. Likewise, it is difficult for us to avoid communication. In fact, becoming a digital society is not to be avoided, but rather we should take a greater role in it as best as we can. The demand to become a smart person to utilize the smartphones we have has also become a condition sine quanon. Ideally, the smarter the tool that takes us into cyberspace, the smarter we as users will be to optimize its benefits. We are smart people who are always updated ahead of the latest series of smartphone updates that are in our hands.

Digitalization in the current era has become a part of today's human life for various purposes. According to Duvta (2019) in Kuncoro (2014), digital is a tool that humans use to support various kinds of human needs and activities, starting from daily activities, communication, productivity, entertainment, education, health services, industry and so on. This shows that Grabcar helps students carry out their daily activities. With ease of access and convenience, students can organize their travel more efficiently, which in turn influences how they manage their time and other activities.

Digital transportation such as GrabCar not only facilitates mobility, but also significantly contributes to the way students manage their time and activities. Digitalization in transportation has become a tool that supports productivity and convenience in everyday life, helping students to achieve a better balance between academic commitments and personal life. This transformation shows that technology can be an important partner in optimizing the learning experience and social life of students in this modern era.

2.2 Consumption Behavior

Consumption theory, as explained by John Maynard Keynes, states that consumption expenditure is influenced by various factors, including income, preferences, and expectations (Keynes, 1936). College students, as a group that often has a limited budget, tend to make strategic consumption decisions based on their priorities and needs. The use of the GrabCar application by Jember University students reflects strategic consumption decisions, influenced by income factors, preferences for convenience, and the value of time. By prioritizing efficiency and comfort in mobility, students show that they are willing to invest in digital transportation services even on a limited budget. This provides a broader picture of how digitalization and technology influence the consumption behavior of the younger generation in the modern era. In the journal Adya Utami Syukri and Rahmatia (2020) Based on the results of research using consumption theory which has been explained: (1) Income has a negative and insignificant effect on non-food consumption. (2) Lifestyle has a positive and significant effect on non-food consumption. (3) The price level has a positive and insignificant effect on non-food consumption. (4) The three independent variables (income, lifestyle and price

level) simultaneously have a significant effect on the dependent variable (non-food consumption). (5) As many as 20.8% of the independent variables (income, lifestyle and price level) were able to explain the dependent variable (non-food consumption), while 79.8% were explained by other factors not included in the model.

Using apps like GrabCar can significantly change the way they allocate their transportation budget. With the ease of access offered by GrabCar, students can be more efficient in planning their trips, saving time and reducing the stress usually associated with public transportation. However, on the other hand, the decision to use this service also requires careful consideration, because the costs may be higher compared to traditional transportation options. Therefore, students need to balance comfort and wise financial management, so that using the GrabCar application can provide maximum benefits without disturbing the stability of their budget.

3. RESEARCH METHODS

The type of research applied in this study is qualitative research. The method used is a survey approach, which is a type of qualitative research method that aims to reveal the common meaning that is at the core of a concept or phenomenon that is consciously and individually experienced by a group of people in their lives. Qualitative research with a survey approach in analyzing the use of the GrabCar application offers in-depth insight into the consumption behavior of Jember University students in the context of consumption theory. By exploring the experiences and meanings associated with using this application, this research can provide a better understanding of the dynamics of student spending in the digital era.

4. RESULTS AND DISCUSSION

This research identifies various consumption behavior patterns among Jember University students in using the GrabCar application. Through in-depth interviews and focus group discussions, the data obtained reflects the motivation and factors that influence students' decisions in choosing GrabCar as their mode of transportation. The results of this research can be detailed as follows:

Ease of Access

Many respondents emphasized that ease of access to GrabCar services was one of the main factors in choosing this application. This application allows users to quickly book a vehicle with a few clicks. Respondents reported appreciation for features such as real-time vehicle tracking that provide a sense of security while waiting for the driver to arrive. Positive responses to the ease of access and tracking features also emphasize the importance of consistency in the services provided. If an application is always reliable, users will prefer it over competitors.

Competitive Prices

Students often consider the fares charged by GrabCar compared to other alternative modes of transportation. Many say that GrabCar prices are quite competitive with rates that vary depending on time and location. Respondents also appreciated the promotions and discounts offered, which allowed them to use this service at a more affordable cost. If students feel they are getting good value from GrabCar services, they are likely to return to using the application. This loyalty can be strengthened by consistency in attractive promotional offers.

Comfort and Security

Comfort when using GrabCar is students' main concern. They feel more comfortable traveling by private vehicle compared to public transportation which is often crowded and disorganized. Apart from the comfort factor, the security aspect is also very important, especially for students who often travel alone or at night. Respondents stated that they felt safer using GrabCar thanks to the driver assessment system and emergency features in the application. That comfort and safety are key factors influencing students' decisions to choose GrabCar as a mode of transportation, and that these two aspects must continue to be considered by service providers.

Service Reputation

Trust in GrabCar is greatly influenced by the reputation of the service. Students tend to search for information first before using new services and rely on reviews from other users. Many respondents revealed that they prefer GrabCar because they heard positive experiences from friends or through good reviews on social media. A good reputation has a big influence on student decisions. When a service has a positive image, it can attract more new users looking for a proven experience.

Social Influence

Peers have a significant influence on students' decisions to use GrabCar. Many respondents reported that they started using the service after receiving recommendations from friends. This shows that consumption behavior among students is often influenced by social interactions and group norms around them. The importance of peer influence in the decision to use GrabCar among students. Implementing approaches that leverage social interactions can be an effective strategy for increasing service use.

Frequency of Use

The research also found that the frequency of GrabCar use varied among respondents. Some students use this service almost every day to go to campus, while others only occasionally, depending on their needs and available budget. Students who live further from campus tend to use GrabCar more often than those who live closer. Complexity in GrabCar usage behavior among students, which is influenced by a

combination of factors of need, distance and budget. Understanding these dynamics can help GrabCar design more effective strategies to reach various user groups.

5. CONCLUSION

These results and discussion show that students' consumption behavior in using the GrabCar application is influenced by various factors, including ease of access, price, convenience, reputation and social influence. This research provides in-depth insight into the dynamics of transportation application use among students, as well as implications for application developers and transportation service providers in understanding and meeting user needs. By understanding student behavior and preferences, service providers can continuously improve the user experience and strengthen their position in an increasingly competitive transportation market. It is hoped that these findings can become a reference for further research in the same field, as well as help related parties optimize their services to better meet user needs.

6. REFERENCES

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