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Konferensi Nasional Komunikasi

The Study of the Motivation of Economic-sharing Based Service Purchase Intention in Jakarta

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Abstract

Sharing economy as a business model has a number of benefits for the economy. Namely, creating millions of jobs and leveraging the business sector. To maintain its sustainability, understanding the behavior of the market is a must, particularly on how to improve the market attitude and purchase intention to sharing economy-based service. The purpose of this research is to find out how motivational factors such as economic benefit, sustainability, enjoyment, and reputation of sharing-economy based service providers influencing the market attitude and purchase intention to sharing economy-based service. It expected that the result can be a meaningful insight for sharing-economy based service providers and government to come up with suitable strategy to improve the market attitude and purchase intention, that determine the sustainability of such business. This research is performed with quantitative method using the data that acquired mainly from primary source. There are 100 respondents that participate in filling a questionnaire as primary source data provider. They are selected with quota and purposive sampling. After the data collected, it is analyzed with descriptive, classical assumption, and regression both univariate and bivariate in a statistical software, named SPSS. The data analysis revealed that only economic benefits and reputation that have positive and significant influence to attitude and purchase intention. On the other hand, sustainability and enjoyment have positive but insignificant influence to attitude and purchase intention. Also, despite attitude has positive and significant influence to purchase intention, it does not mediate the causal relationship between the motivational factors and purchase intention. It indicates a discrepancy between reported attitudes and actual behavior in this context.

Keywords: Economic benefit, sustainability, enjoyment, reputation, attitude

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Introduction

The sharing economy viewed as an evolving phenomenon in the economy and technology that driven by the growth of information and communication technology. This new business model is increasing the growth of social commerce and web-sharing communities, also consumer awareness (Botsman & Rogers, 2010; Kaplan & Haenlein, 2010; Wang & Zhang, 2012). The term sharing economy is also known as collaborative consumption, peer economy, and collaborative economy (Botsman, 2013; Belk, 2014). Hamari, Sjöklint, and Ukkonen (2015) stated that the definition of sharing economy is “the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services”. Botsman (2015) also define sharing economy as the

economy activity in which sharing the underutilized assets, resources, or services directly from individuals, whether for free or for a fee.

In the last few years, sharing economy has been developing rapidly all over the world and still continues to grow daily, even has grown faster than Facebook, yahoo, and google combined (WEF, 2016). PwC (2015) also stated some of the strong-growing multinational companies which adopting this new and innovative business model, such as Airbnb and Uber, have been proved successful. The sharing economy is changing consumption patterns all over the world (Zervas et al, 2015).

Moreover, PwC (2015) also stated that there are five key sectors in the sharing economy that have the potential to rise global revenues. These five key sectors are ride-sharing, travel, staffing, finance, music and video streaming. One of sector that has the biggest impact in the sharing economy is transportation. Uber become one of the major players and also the only most recognisable player in the sharing economy. This is also happened in Indonesia. The sharing platform introduced in Indonesia in 2013, marked by the entry of ride-sharing application such as Uber, Grab and local company called Go-Jek.

This research is focus on the ride-sharing services in Indonesia since Southeast Asia region has a huge population and along with across the board passion on entrepreneurship. Indonesia has a significant increase in the internet usage and one study from Nielsen finds that 87% of Indonesians are likely to use products or services from others in a share community, compared to 66% of the global population.

The ride-sharing apps grow exponentially, creating millions jobs and leveraging the business sector in Indonesia. The context is of especially great interest since participation in Sharing economy communities and services is generally characterized as driven by obligation to do good for other people and for the environment, such as sharing, helping others, and engaging in sustainable behaviour (Prothero et al., 2011; Sacks, 2011).

Even though there are a lot of advantages for consumer by using collaborative consumption as well as impacting their consumption behaviour, there are also some challenges for the consumers and the businesses.

Theoretical Framework

Defining the Sharing Economy. Due to the dynamic growth of sharing economy, there has been no agreement about the general definition even though there are few definitions of the sharing economy throughout the time. There are other terminologies suggested for sharing economy such as collaborative consumption, gig economy, access economy, and platform economy that give the new and unique concept for the sharing economy (Chandler, 2016).

Nevertheless, these have caused some disagreements about the definition and other terminology of sharing economy, collaborative consumption, platform economy, and access economy (Botsman and Rogers, 2011). Belk (2014) suggested that the model of sharing is temporary intended online sharing, peer-to-peer sharing, and online facilitated sharing. On the other hand, according to Botsman (2013) each of the terminologies such as sharing economy, collaborative consumption, and peer economy have different definitions but have similarity in terms of the basic ideas.

Sharing economy defined as sharing the underused goods for monetary or non-monetary (Botsman, 2013). While Botsman and Roo (2010) stated that collaborative economy derives from the collaborative consumption concept and define as “traditional bartering, renting, sharing, gigging, trading, and swapping that are delivered through technology and peer communities”.

Lawrence Lessig was the first person who used sharing economy in 2008 in the history. Benkler (2004) stated that the beginning of sharing as a style of economic production. While according to Hardin (1968), sharing economy is “a social dilemma called the tragedy of the commons”. Furthermore, according to Ajzen (1991), the key factor of behaviour is an attitude. While to participate, to motivate,

or to consume the goods or services, the previous study demonstrate that the aspirations of consumers may not interpret into sustainable behaviour, even though they may be ideologically and ethically minded (Bray et al., 2011; Phipps et al., 2013; Vermeir & Verbeke, 2006). Sharing economy allows consumers to use and access the resources completely without having to own or purchase them.

Sharing Economy Business Models. Zott et al (2011) studied academic journal articles and showed that 1177 scientific articles discussed the idea of business model. For example, Kinderis (2012) proposes that in many cases business model is perceived and analyzed as a simplified issue, which shows the value creation logic of business enterprises. Rappa (2003) defines a business model as the method of generating revenue by which a company can sustain itself.

Tece (2010) argue that the essence of a business model is in defining the manner by which the enterprise delivers value to customers, entices customers to pay for value, and converts those payments to profit. Other definitions of business models emphasize the concept of the business model as an abstract comprehensive approach or the type of the organization value stream (Mahadevan, 2000; Linder and Cantrell, 2000). Although there is no general agreed accepted business model definition, common to all of these definitions is that business model creates a heuristic logic of organization capabilities with the realization of economic value.

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So far as a coherent framework of business models of the sharing economy exists, it did not grow out of the great systems, but out of the sustainability characteristic and potential as inputs and converts them through customers and markets into economic outputs nowadays.

Empirical Studies Regarding Sharing economy. In the past studies regarding the sharing economy, Hamari (2015) was analysing the relationships between sustainability, enjoyment, reputation, and economic benefits, attitude, and behavioural intention by using structural equation model. While Choi and Park (2014) were analysing regional factors influencing on the frequency of car sharing such as tax revenue, commercial centric, station, and bus spheres. Moreover, Kim, Lee, and Choi (2014) were analysing preference of car sharing by age. Younger generation has higher intention to use than elder generation. Most of them analysed the motivation of users but not on the factors influencing participation. While Yound and Ahn (2016) were analyzing the relationships between motivation, perceived security, attitude, and loyalty toward Airbnb.

In short, the research on the motivation to participate in sharing economy is still under explored. Even though there were a few studies examining the motives of user, there is lack of quantitative and empirical studies on the motivational factors influencing consumer participation in the sharing economy (Hamari *et al.*, 2015; Möhlmann, 2015). In addition to that, most previous studies regarding the sharing economy were mostly qualitative and theoretical.

Motivational Factors Toward Sharing Economy. There are two factors of motivations according to self-determination theory, which are intrinsic and extrinsic (Deci and Ryan, 1985). The intrinsic motivations are the enjoyment associated with the given activity, while the example of extrinsic factors are reputation and monetary gain, which these motivations are correlated to the external pressures.

Whereas, Lindenberg (2001) suggested that intrinsic motivations are distinguished into two; the first one is the value resulting from acting properly and adapting to norms and the second one is resulting from the activity itself. As the corresponding to Lindenberg's (2001) theory, there are also related studies that have categorized these motivations factors by the level of association with other people (Lakhani & Wolf, 2005; Nov et al., 2010). People's opinion is not directly affected by the motives to enjoy an activity but from the way they are reflecting upon the activity, such as compliant to the norm and the reputation.

On the other hand, Block et al (2005) and Hamari et al. (2015) suggested that the intrinsic motivation is the social value and extrinsic motivation factors are including time savings, cost savings, and convenience which are the important factors regarding what encourage the consumers to use sharing economy services.

These extrinsic and intrinsic motivation factors have been studied as research topic of individual motivation (Benabou & Tirole, 2003; Yang et al., 2015).

Therefore, from these theories regarding the motivational factors to use sharing economy services, we consider enjoyment and sustainability as the intrinsic factors, while economic benefits and reputation as the extrinsic motivation factors.

Economic benefits. The sharing economy known as economical and environmentally sound. There are also a positive and negative impact of the economic benefits on sharing behaviour (Bock, Zmud, Kim, & Lee, 2005; Davenport & Prusak, 1998; Kankanhalli, Tan, & Wei, 2005). Moreover, when the users are participating in sharing, it can also be reasonable that they trade or substitutes the assets that they owned with lower cost options from within sharing economy.

There are two types of motivational factors in participating in open source development, which is intrinsic and extrinsic, and potential future rewards such as economic benefits is one of the example of the major extrinsic motivation factors (Hars and Ou, 2001). Furthermore, Luchs et al. (2011) states that saving economic resourced is also one of the motivation to participate in sharing, especially in the peer to peer network perspective.

Sustainability. Environmentally sustainable is one of the factor that expected from the participation in the sharing economy (Prothero et al., 2011; Sacks, 2011). This factor is conceptualized as the intrinsic motivations in this literature review (Lakhani & Wolf, 2005; Nov et al., 2010), these intrinsic motivations are also mostly related to norms and ideology (Prothero et al., 2011; Sacks, 2011).

The main specific and significant factor in the sharing economy context is the preference to be such an eco-friendly consumption. Therefore, the rise of sharing economy and the change of economic situation impacted the organization to analyse what value that they could give from offering products and services in terms of sustainability (Hoskisson et al., 2000; Peng, Wang, & Jiang, 2008; Wright et al., 2005).

According to the current expansion, the sharing economy platforms are used to maximized the consumption of social, environmental, and economic values to fulfil the needs of today's generation as well as in the future (Luchs et al., 2011). Moreover, it also used to adopt the sustainable market place (Phipps et al., 2013). Nov (2017) and Oreg and Nov (2007) argues that wikipedia is one of the example of participation in peer production and open source software development that determined by the selfless motives such as honesty and freedom of information.

In short, attitudes that form by the socio economic and philosophy concerns greatly effected the participation in the digital platform (Hennig-Thurau et al., 2007). Therefore, sustainability that related to norms is one of the intrinsic motivation.

Enjoyment. According to Deci and Ryan (1985) and Lindenberg (2001) the enjoyment resulting from the activity itself is the vital aspect of intrinsic motivation. In the intrinsic motivation, the consequence of enjoyment and a feeling of proficiency are given by the software developers competence (Lakhani and Wolf, 2005; Nov, 2007; Roberts et al., 2006; Wasko and Faraj, 2000). Other sharing-related activities such as in the use information system (Van der Heijden, 2004) and the shared information on the internet (Nov, 2007; Nov et al., 2010), enjoyment also has been considered as the significant aspect.

Moreover, enjoyment is also the main aspect in the study of the use social networking services, along with the effectiveness and the number of peers (Lin and Lu, 2011). Most of the social networking services and related service fields adopt likeness or enjoyment which is the main factor for intrinsic motivation (Hamari and Koivisto, 2015 and e.g., Deci and Ryan, 1985; Ryan and Deci, 2000).

Reputation. The other main aspect of external motivation is reputation. Reputation controls the participation in the sharing economy activities and also other online collaboration activities such as open source projects (Lakhani and Wolf, 2005; Nov et al., 2010). Furthermore, it also determines other online collaboration activities such as information sharing (Davenport & Prusak, 1998; Wasko and Faraj, 2005).

The motivation for sharing in open source project or online collaboration come from the reputation that gained among compatible people (Parameswaran and Whinston, 2007; Raymond, 1999). In the sharing information platform such as Wikipedia, the reputation and commitment to the community are the vital aspects (Anthony, Smith, and Williamson, 2009).

According to Wasko and Faraj (2005), the contribution of individuals in electronic networks of practice to share knowledge caused by the perception that it develops personal reputation. Moreover, one of the main aspects of probability to collaborate online are building reputation and self-marketing (Hars and Ou, 2001). Therefore, reputation can be the extrinsic motive for active participation (Donath, 1999).

Attitudes. General attitudes: cost-sensitivity, trust towards private individuals, activeness on social media, attitude towards sustainability. Special attitudes specific to sharing economy users: consideration of economic benefits, use of services for joy and fun, use and appreciation of the available systems of evaluation.

The continued growth of the sharing economy is contingent upon one crucial factor: trust. Trust is the enabling factor inherent within all sharing-sector activities. Because of its centrality to the success of the sharing economy, various thought leaders – entrepreneurs, social advocates, academics, investors, journalists etc.– have opined as to how trust is established and maintained among strangers engaging in peer-to-peer transactions.

Trust concerns as the primary barrier to using sharing economy business (Davis 2012). A survey by (Pick 2012) suggested that trust indicators enable online person to person transactions.

Material and Methodology

In this research the primary data is collected through survey. Due to, it is a suitable data collection method for the quantitative research strategy. Through survey, the information that obtained from the sample can be turned into numerical data and be processed by using statistical procedures. Also, survey allows the researcher to detach from the research subject. Due to, it is only little communication needed to administer the survey. As the survey is web-based, the researcher only performed one-way communication to inform the purpose of survey.

On the other hand, the primary data collected through library research. The researcher utilized the offline and online library to find the previous researches and publications that can provide relevant data for this research.

The population is Indonesian citizens that lived in Jakarta, the capital city. Therefore, they have access to economic-sharing based services. According to Kata Data (2018), in 2017, the population has reached 10.37 million.

Due to the population size is enormous, the sample size calculation that commonly utilized in probability sampling cannot be used. To decide to sample size, the researcher used quota sampling. It is when the researcher identifies the appropriate sample size according his/her judgment. In this research, the judgment is made based on previous literature.

Referring to literature by Babbie (2010), the minimum sample size that acceptable is 30, due to it reduces 80% error rate. Therefore, the larger the sample size, the bigger error rate reduction a research could get. Hence, the researcher desired to extend the sample size to 100, as the number also can still be achieved by research resource and time constraint.

Although the sample size has been decided, the researcher cannot randomly asked Jakarta citizens to participate in the survey. Due to, there is a chance that the participants cannot give the relevant answer.

As the Jakarta population consists with many people with different demographics. It is hard to tell whether each member of population had heard and understand about the ride-sharing service that the discussed in this research. Therefore, it is appropriate to use a number of criteria to screen a sample that can give relevant data.

The criteria, includes: (1) Have about ride-sharing service; (2) Understand what the consumers can expect from the ride-sharing service.

This kind of sampling size is known as purposive sampling, which part of non-probability sampling. The purposive sampling is defined as a method when a researcher makes a deliberate choice of informants of research based on the quality their possessed (Bernard, 2002).

In the questionnaire, there are series of questions. The questions are divided into two sections. The questions in the first section are created to capture the demographic profile of the respondents and to screen whether the participants have the knowledge to give relevant answer for this research. On the other hand, the questions in the second section are created to measure the participants thought and attitude related to research variables. There are six variables that are involved in this research.

Table 1. The List of Variables Studied

Variables	
X (Independent Variable)	Economic benefit
	Sustainability
	Enjoyment
	Reputation
Y (Intervening Variable)	Attitude
Z (Dependent Variable)	Intention to Sharing Economy

To make sure that the thought and attitude about the studied variables can be turned into numerical data, the Likert scale is used. According to Joshi, Chandel, Kale, and Pal (2015, p. 396), “it is one of the most fundamental and frequently used psychometric tools in educational and social sciences research”. There are two types of Likert scale, 5 scale bases and 7 scale bases. To minimize the participants’ confusion due to the availability of too many options, the researcher decided to use the 5 scale bases.

Instrument Reliability and Validity. The items are considered reliable, if the Cronbach’s Alpha value is at least reached 0.6 (Maholtra, 2010). Meanwhile, the items are considered valid, if the R Critical is at least reached 0.3.

In the table below is the result of reliability and validity test.

Table 2. The Result of Reliability and Validity Test

Variable	C Alpha	Items	R critical
Economy Benefit	0.758	EB1	0.626
		EB2	0.714
		EB3	0.764
		EB4	0.688
Sustainability	0.791	ST1	0.684
		ST2	0.652
		ST3	0.444
		ST4	0.538
		ST5	0.545
Enjoyment	0.639	EJ1	0.380
		EJ2	0.542
		EJ3	0.301

		EJ4	0.739
Reputation	0.607	RP1	0.375
		RP2	0.355
		RP3	0.419
		RP4	0.459
Attitude	0.629	AT1	0.318
		AT2	0.486
		AT3	0.666
Purchase Intention	0.601	PI1	0.491
		PI2	0.422
		PI3	0.314

Based on the result that presented in Table 2, it revealed that no Cronbach's Alpha value that less than 0.6 and no R critical value that less than 0.3. Therefore, all the items in the second section of questionnaire are reliable and valid. When the questionnaire items fulfilled such condition, it means they are able to obtain consistent answers that reflect their actual perception/opinion/behavior towards certain matters.

There are several analyses that performed to the data. Among others: descriptive analysis, classical assumption, regression analysis, and path analysis.

Result and Discussion

The first part is the result of descriptive analysis. Meanwhile, the second part revealed the result of classical assumption test. And the last but not least, the third part showed the result of regression analysis. After all the results of data analysis are presented, the researcher used them to build a discussion that explains why such a result occurred.

Based the descriptive analysis of the questionnaire items in the first section; it revealed the demographic composition of the participants of this research. According to gender, there are 47% male respondents; 42% female respondents; and 11% of respondents prefer not to say about the gender.

Meanwhile, according to the age, 24% is respondents between 18 – 24 years old; 23% is respondents between 25 – 30 years old; 27% is respondents between 30 – 35 years old; and 11% is respondents over 40 years old. On the other hand, according to city where the respondents live, 17% claimed that they live in Jakarta Utara; 8% live in Jakarta Timur; 26% live in Jakarta Selatan; 19% live in Jakarta Pusat; and 30% live in Jakarta Barat.

The respondents have various of occupational composition, 36% is full-time employee; 10% is part-time employee; 8% is freelancer; 14% is entrepreneur; and 32% is college student. The differences of occupational composition, it leads to distinction of monthly income. 42% of the respondents claimed that they obtained less than 5 million per month. Meanwhile, 38% obtained 5 – 10 million per month; 15% acquired over 10 million – 20 million per month; and 5% gained over 20 million per month.

The respondents' composition based on gender, age, city where they live, occupation, and monthly income are very varied. Due to, it improves the generalizability of overall research findings.

Based on the questionnaire, it is found that 20% of the respondents use public transport to commute in daily basis. Meanwhile, 34% is driving own vehicle; 5% is commuting by taxi, and 41% is using the ride-sharing service. Baesd on the questionnaire, 56% of the respondents have used ride-sharing service. 34% of the respondents have not used it, but they consider using it in the future. On the other hand, 10% of the respondents have not used it and they do not consider using it in the future.

Out of 56 respondents that claimed have use the ride sharing service, 41% choose Go-Jek as the most preferable ride-sharing provider. Meanwhile, 37.5% prefer Grab; 16.1% prefer Uber; and 5.4%

prefer others. Out of 56 respondents claimed have use the ride sharing service, 73.2% is using the service in daily basis. 25% is using it few times a week, and 1.8% is using it in daily basis.

Table 3. Result of Regression Analysis Model-1

	R	R ²	P-value	P-value Partial	β Unstandardiz Coeff.
All indt. variables simult'sly	.663	.440	.000		
Economy Benefit				.000	.420
Sustan'ty				.823	.027
Enjoyment				.101	.181
Reputation				.036	.305

- a. Dependent Variable: Attitude
- b. The significance level is 0.05

The Table XX is a summary of R test, F test, and T test. R and R² are the result of R test. It revealed the degree of relationship between independent variables simultaneously to attitude towards ride-sharing services as intervening variable. R value is 0.663, it means economy benefit, sustainability, enjoyment, and reputation simultaneously has moderate and positive relationship to attitude towards ride-sharing services. The closer the R value to 1, the stronger the relationship. Due to, 1 indicated that the independent variables have perfect linear relationship with the dependent variable.

Meanwhile, the R² value 0.440 showed that the independent variables in this regression model simultaneously can predict 44% of attitude toward ride-sharing services. Meanwhile, 56% is predicted by other variables that not included in this model. Also, the P-value revealed that the independent variables in this regression model simultaneously have significant influence to attitude toward ride-sharing services. Due to the significance level is 0.05, the P-value $0.00 < 0.05$ indicated that the influence is significant.

However, partially each independent variable has varied degree of influence to attitude toward ride-sharing services.

(1) As the P-value is 0.00, the economy benefit has significant influence to the consumers' attitude. Furthermore, the β Unstandardized Coefficient showed that every one additional improvement to economy benefit, it will increase the positivity of consumers' attitude about 0.420.

(2) As the P-value is 0.823, the sustainability has insignificant influence to the consumers' attitude. Therefore the β Unstandardized Coefficient showed that every one additional improvement to sustainability will only increase the positivity of consumers' attitude about 0.027.

(3) As the P-value is 0.101, the enjoyment has insignificant influence to the consumers' attitude. Therefore the β Unstandardized Coefficient showed that every one additional improvement to enjoyment will only increase the positivity of consumers' attitude about 0.181.

(4) As the P-value is 0.101, the reputation has significant influence to the consumers' attitude. Therefore the β Unstandardized Coefficient showed that every one additional improvement to reputation will increase the positivity of consumers' attitude about 0.305.

Therefore, it can be concluded, only economy benefit and reputation that have significant influence to consumers' attitude toward ride-sharing services.

Table 4. Result of Regression Analysis Model-2

	R	R ²	P-value	P-value Partial	β Unstandardized Coefficient
All indt. Variables simultaneously	.497	.247	.000		
Eco. Benefit				.005	.321
Sustainability				.762	.031

Enjoy Ment				.133	.155
Reputa Tion				.008	.270

- c. Dependent Variable: Purchase Intention
- d. The significance level is 0.05

Based on the Table 4.9, it revealed that R value is 0.497. Therefore, the relationship between independent variables involved and purchase intention to ride-sharing service is moderate. Meanwhile, R^2 value 0.247 indicated that the independent variables involved simultaneously able to predict 24.7% of purchase intention. While, the 75.3% is predicted by other variables that not included in this regression model. And based on the P-value (0.00), it showed that independent variables involved simultaneously have significant influence to purchase intention.

When the influence to purchase intention is defined for each variable, it revealed that only economy benefit and reputation that have significant influence to purchase intention. Due to, the P-value Partial is 0.005 and 0.008 respectively, which are below 0.05. When economy benefit and reputation are improved by one point each, it can enhance the purchase intention about 0.321 and 0.270, respectively. It showed that economy benefit is more significant to influence purchase intention than reputation.

On the other hand, sustainability and enjoyment have insignificant influence to purchase intention. The P-values of both variables are far above 0.05. If both variables improved by one point, the impact to enhance to purchase intention also considerably low. This result is similar with the result of Model1 regression where attitude act as dependent variable.

It has been found in many researches that attitude is one of the main driver of purchase intention. When the attitude of consumers' toward certain brand is positive, it will increase the likelihood of the consumers' desire to purchase a brand. It works vice versa, when the attitude is negative. Through the regression analysis, it leads to following findings that presented in Table XX.

Table 5. The Result of Regression Analysis Attitude and Purchase Intention

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.452 ^a	.204	.201	.6795

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.292	.206		6.262	.000
	Attitude	.546	.069	.452	7.887	.000

Attitude has relatively strong relationship with purchase intention, which indicated by R value (0.452). Moreover, R^2 value (0.204) showed that attitude can predict 20.4% of the purchase intention. Meanwhile, 79.6% is predicted by other variables that not included in this model. Despite of that, P-value in Coefficient table revealed that attitude has significant influence to purchase intention as it is fall below 0.05. Every one point improvement of attitude will increase the purchase intention 0.524, as indicated by β Unstandardized Coefficient.

Do the Motivational Factors have Direct or Indirect Effect to Purchase Intention? To see whether the motivational factors have direct or indirect effect to purchase intention, a path analysis needs to be performed. The result is as presented in Table 5.

Table 5. The Result of Path Analysis

IV	Direct Effect		Indirect Effect through Attitude	Total Effect
	Attitude	Purchase Intention		
Economy Benefit	.420	.321	.229	.550
Sustainability	.027	.031	.015	.046
Enjoyment	.181	.155	.099	.254
Reputation	.305	.270	.167	.437
Attitude	n/a	.546	n/a	n/a

- a. Intervening Variable: Attitude
- b. Dependent Variable: Purchase Intention

Based on the result, it showed that the motivational factors, including economy benefit, sustainability, enjoyment, and reputation has more significant direct effect rather than the indirect effect to purchase intention. It means attitude does not mediate the causal relationship between the motivational factors and purchase intention.

Summary: Proving the Hypothesizes. This research has a number of hypothesizes, the findings from data analysis can be used to determine whether each hypothesis is accepted or rejected.

H1a: Economic benefit has positive and significant influence to attitude towards ride-sharing service is accepted.

H1b: Economic benefit has positive and significant influence to purchase intention towards ride-sharing service is accepted.

H2a: Sustainability has positive and significant influence to attitude towards ride-sharing service is rejected.

H2b: Sustainability benefit has positive and significant influence to purchase intention towards ride-sharing service is rejected.

H3a: Enjoyment has positive and significant influence to attitude towards ride-sharing service is rejected.

H3b: Enjoyment has positive and significant influence to purchase intention is rejected.

H4a: Reputation has positive and significant influence to attitude towards ride-sharing service is accepted.

H4b: Reputation has positive and significant influence to purchase intention towards ride-sharing service is accepted.

H5: Attitude has positive and significant influence purchase intention towards ride-sharing service is accepted.

Therefore, there five hypothesizes accepted, among others H1a, H1b, H4a, H4b, and H5. Meanwhile, H2a, H2b, H3a, and H3b are rejected.

Discussion

Based on the hypothesizes proving result, it revealed that only two motivational factors which are economic benefit and reputation that have positive and significant influence to attitude and purchase intention towards ride-sharing service. According to Hamari et al (2015), the economic benefit and reputation are considered as extrinsic factors due to both factors are related to reward. Meanwhile, the

other two factors, sustainability and enjoyment that do have positive influence but insignificant, are considered as intrinsic factors.

Turns out, the economic benefit is not only defining the consumers' attitude towards ride-sharing service, but also it is the strongest determinant compared to other motivational factors that included in this research. Moreover, economic benefits significantly influence the consumers' purchase intention towards such service. These conditions occurred due to the rationality of the human beings makes them favor and choose the thing that brings advantage to them. If the thing brings disadvantage, it prevents them to favor and choose it. This is aligned with the perspective of neo-classical economic that believes that human being always seeks for a maximum profit (Santos & Chen, 2009). In the research by Henten and Windekilde (2016) found that economic benefit has become one of the main factors that intrigued the consumers' to use any sharing-economic based service. Another research also found that the attitude and behavior of consumers towards sharing-economic based service are heavily impacted by economic motivation (Bocker & Meelen, 2017).

However, the attraction of economic benefit only works for certain type of consumers, particularly those with frugal trait and those who belong in certain demographic. It is due to the utility maximization can be applied through economy-sharing service allow the consumers to obtain the service with lower price compared to similar service that provided through conventional way (Nica & Potcovaru, 2015). Actually, this tendency is little bit alarming. The providers of ride-sharing service in Indonesia have realized it. As the result, they tried to maintain the consumers' perception over their economic benefits. However, as there are several players with the same business model, such perception become harder to maintain.

There are many ways taken to fulfill the aim, including maintaining the fare as low as possible and giving several of discount. There are two things at risk if this practice continues. First, the rider might feel that the sharing mechanism no longer beneficial for them and decided to stop. Second, it blows up the operational budget of the company. In the end, it will disrupt the sustainability of the ride-sharing service in general.

Although the influence is slightly less significant if compared to economic benefit, the reputation of ride-sharing service providers still able to give positive and notable in impact to attitude and purchase intention. In a research that performed by Magno, Boer, and Bentoglio (2016) found that reputation has positive influence the consumers' to actually use the economic-sharing based service. The reputation is related to consumers' perceived risk. A good reputation will reduce the consumers' perceived risk towards the service. When the perceived risk is low, the attitude and the purchase intention will improve. It has been widely found in other literatures, the reason behind is a human does not like a matter that bring disadvantage for them.

While, the presence of risk increase the possibility that unfavorable situation might come. There are several ways that taken by the ride-sharing providers to improve the reputation in the eye of the consumers, particularly the one that related to security. Namely, revealing the identity of the driver to passenger, provide insurance coverage for both driver and passenger, and immediately solve any problem that experienced by the passenger.

When the consumers are more significantly influenced by extrinsic factors, such as economic benefit and reputation, it can be dangerous. The consumers might stop using the service when the providers no longer able to fulfill both factors. It already happened to other movements, including recycling and information sharing (Nov, 2007).

Contrast with the ability of economic benefit and reputation influenced the attitude and purchase intention toward ride-sharing service, although sustainability has positive impact but it is insignificant. This is contrast with the finding of other researches. In a research that conducted by Hamari, Sjöklint, and Ukkonen (2015), sustainability proven has positive and significant impact to attitude. Moreover, in

Magno, Boer, and Bentoglio (2016) revealed that it can drive the consumers to make an actual purchase. The reason of the contrary result is due to the cultural differences. It has been mentioned in many researches that developed and developing countries have different attitude towards sustainability.

In the developed countries, the awareness about the importance of sustainability and how to enhance the sustainability have become the highlighted issue for decades. As the result, the society has become fully aware and has tried to improve it. On the other hand, for developing countries, sustainability is a new thing in town. The society has another urgent matter, such as poverty that impacts the quality of life, which needs to be taken care first. Therefore, they do not have time or resources to think about more advanced matter like sustainability. In the developing countries, there is small percentage of citizens that do concern about sustainability.

However, they usually shared similar characteristics well-educated and/or belong to the middle upper and upper economic class. Indonesia is considered as developing country. As this research taken place in Indonesia, hence the insignificance of sustainability to influence to attitude and purchase intention toward ride-sharing service is understandable.

Although many of its citizens have a positive attitude over the service and intend to use it, sustainability never comes to the mind of most of them as the reason. For instance: Uber introduced the “pool” system where a passenger can join in a ride with other passenger that heading to a same way. Instead seeing the system through sustainable perspective, many Indonesian Uber users saw it from the economy benefit. Uberpool, indeed, offer cheaper fare compared the regular Uber service.

Same as sustainability, enjoyment is only have positive impact but insignificant. The enjoyment related to the usage of ride-sharing service come from fulfillment of curiosity, convenience, meeting new people, and new experience. This result contrast with the finding of a research that performed by Hamari, Sjoeklin, and Ukkonen (2015). They argued that some consumers have positive attitude and intend to use economic-sharing service due to it allows them to have fun through new experience and meaningful way to interact with other members of the community. However, it only works for certain type of consumers. In the research that conducted by Buda and Lehota (2017) revealed enjoyment only driven the consumers with following characteristics, extroverted, active on social media, and consider sharing as a trendy activity.

Therefore, it begs the questions what about the consumers that do not fall in the mentioned characteristics? What influence their attitude and purchase intention to ride-sharing service? Perhaps, the other types of consumers are motivated by other factors. They can be the economic benefit, reputation, or other factors that not included in this research.

Another finding of this research that contrary to other researches. As expected, attitude has significant influence to purchase intention. This causal relationship has been found in many marketing studies, particularly the ones that related to the consumer behavior. According to Theory of Reasoned Action (TRA), attitude is one of determinant of behavior or the intention to do the behavior. However, what is different with other research is the attitude does not mediating the influence of various motivational factors, namely economy benefit, sustainability, enjoyment, and reputation. This could indicate a discrepancy between reported attitudes and actual behavior in this context.

Conclusion

Based on the reearch that has been done, researchers found seven points as the conclusion.

First, based on the demographic factors, the respondents that participate in this research are having diverse background. There are men and women participate with age range 18 to over 40 years old.

Second, the questionnaire also gathered the data about the transportation mode that usually used by the respondents and their experience with the ride-sharing service that recently popular in Jakarta. It

revealed that ride-sharing service has selected by 41% of the respondents as mode of transportation for daily basis. However, there are 44% respondents that have not tried the ride-sharing service and 10% of them do not even consider trying.

Third, based on the regression analysis that performed, it is found that economic benefit as one of the motivational factors that involved in this research, has positive and significant impact to the attitude and purchase intention towards the ride-sharing service.

Fourth, opposite with the economic benefit, the sustainability only has positive impact but not significant to the attitude and purchase intention towards the ride-sharing service. This result is contrast with the findings of several previous researches.

Fifth, enjoyment also has only positive impact but insignificant to the attitude and purchase intention. It is due to most enjoyment of using the ride-sharing service is come from the new experience and ability to meet and converse with new people.

Sixth, similar with economic benefit, the reputation of ride-sharing provider has positive and significant impact to the attitude and purchase intention towards the ride-sharing service. Seventh, the attitude has positive and significant impact to purchase intention.

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