

The Effect of Social Influence and Habit on Use Behavior with Behavioural Intention as an Intervening Variable in the Gojek Application User at the Medan Helvetia District

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ABSTRACT

This study aims to determine the effect of social influence and habit on Use Behavior with Behavioural Intention as an intervening variable in Gojek application users in the Medan Helvetia District. This research is associative research, and the data type used is quantitative. The population and sample in this study are 130 users of the Gojek application in Medan Helvetia District, with accidental sampling techniques. The data analysis techniques used are descriptive statistical analysis and structural equation modelling (SEM). The results of this study indicate that social influence and habit simultaneously have a positive and significant effect on the Use Behavior of Gojek application users in the Medan Helvetia District. Social influence and habituation positively and significantly affect behaviour and intention in users of the Gojek application in the Medan Helvetia sub-district. Social influence and habit through Behavioural Intention positively and significantly affect the Use Behavior of Gojek application users in the Medan Helvetia District. The behavioural intention positively and significantly affects the Use Behavior of Gojek application users in the Medan Helvetia District. The most dominant influence on use behaviour is habit.

Keywords: *social influence, habit, use behaviour, behavioural intention.*

INTRODUCTION

Gojek is a start-up that was built in 2010 and opened in Jakarta. Gojek has become an application aimed at global users. Gojek began expanding in Vietnam, Thailand, and Singapore. Meanwhile, in the Philippines, it is still unable to operate due to regulatory problems. There are many Gojek users, namely 50 million more downloads until February 2019 in the Android operating system for user applications. For four driver applications, there are more than 1 million downloads. Gojek has been operating in 50 cities in Indonesia, with total drivers reaching 1 million more views from the number of downloads of driver applications on Android.

Several online transportation application services are available in Indonesia. Gojek (@gojekindonesia) is the first service with the highest presentation and is most liked by the public, followed by the Grab application (@grabid) in the second position. The results of the Group Discussion Forum (FGD) Several reasons people chose Gojek and Grab, namely because the value brand is quite strong, has more integrity service, the distribution of drivers is quite extensive, and

discounts and promos are endless. (<https://goodstats.id/>,2023).

The Gojek feature in the city of Medan benefits all parties. For Gojek, besides reducing the unemployment rate, it can also increase income by increasing the number of orders entered via GOJEK. As for culinary entrepreneurs, there is a potential increase in sales from food delivery services. Gojek Services immediately received a positive response from culinary entrepreneurs. For consumers, it can be facilitated by ordering the desired food. Through this application, consumers can buy the desired food at a relatively low price from the promo offered by Gojek, and consumers can also save time, energy, and transportation costs. This application makes the tariff per km relatively cheap.

Nevertheless, the high number of Gojek users does not necessarily guarantee business continuity for Gojek itself. The 2022 Transportation Policy Agency survey showed the enactment of new tariffs in the form of an increase in online motorcycle taxi users on September 11, 2022, which was the same increase in fuel prices in Indonesia. The majority of 50.24% of respondents make decisions to reduce the frequency of using online motorcycle taxi services, with consideration of input from the public, namely to improve the welfare of online motorcycle taxi drivers, re-adjust the tariff, procure bonuses or promos, improve services, decrease in application costs, and price reduction BBM. In other reports, the number of Gojek application users has decreased in the 3rd quarter and the 4th quarter of 2022, with a more detailed explanation as follows: There were 64.4 million users in the 1st quarter of 2022, increased to 67.2 million users in the 2nd quarter of 2022, then consistently decreased to 67 million users in the 3rd quarter, and to 64 million users in the 4th quarter of 2022 (Karyoto et al., 2024). So, based on the data above, researchers want to examine the use of the Gojek application user.

Use behaviour comes from the word use, and behaviour is user behaviour. Behaviour is

one of the approaches to psychology that studies the soul/mental. The behavioural approach is based on the understanding that behaviour is a response to the coming stimulus (Zhang, 2018).

The social psychology used in this study is consumer behaviour. In contrast, industrial and organizational psychology is used in Gojek's behaviour in the Medan Helvetia sub-district, which is reviewed based on social influence, habit, and behavioural intention. Following are the results of the pre-survey use Behavior on the behaviour of the Gojek application user in Medan Helvetia District.

Table 1. Pre-Survey Results Regarding the Use Behavior of The Gojek Application Users in Medan Helvetia District

| Statement | Yes | | No | | Total | |
|--|------------|--------|------------|--------|------------|------|
| | Respondent | (%) | Respondent | (%) | Respondent | (%) |
| Wish to use applications because Gojek can simplify activities | 24 | 80% | 6 | 20% | 30 | 100% |
| Become an active user with frequent uses of applications | 23 | 76,66% | 7 | 23,34% | 30 | 100% |

Source: Pre-Survey Results, 2022

Table 1 shows that 20.00% of the Gojek Application Users do not want to use the application, and 23.34% are not very active. This is a problem with use behaviour.

The use of technology is influenced by environmental factors such as the opinions of friends and families who use it. When they argue positively or supportively, it can encourage users to adopt services (Nugroho et al., 2017). Words of word of mouth (social influence) influence consumer intentions. If consumers can see the system's benefits, they can act as promoters for other users using it (Taufan & Yuwono, 2019). The results of the pre-survey social influence on the Gojek application users in the Medan Helvetia District are as follows.

Table 2. Pre-Survey Results Regarding Social Influence of the Gojek Application Users in Medan Helvetia District

| Statement | Yes | | No | | Total | |
|--|------------|--------|------------|--------|------------|------|
| | Respondent | (%) | Respondent | (%) | Respondent | (%) |
| Receive input and perception (opinion) of others about the application | 25 | 83,33% | 5 | 16,67% | 30 | 100% |
| Feeling easier and helping with daily activities after being able to use the application | 26 | 86,66% | 4 | 13,34% | 30 | 100% |

Source: Pre-Survey Results, 2022

Table 2 shows that 16.67% of Gojek applications have not received other people's input and perception (opinions) about their use, and 13.34% feel easier and help with daily activities after being able to use applications. This is a problem with social influence.

Another factor that impacts use behaviour is habits. Habits will be seen from the results of previous experiences. Habit is the frequency of past behaviour and is considered one of the main determinants of current behaviour. The habit of the experience of using online transportation applications is likely to strengthen a person's intention to use online transportation applications (Barbosa, 2021). Following are the pre-survey results of habit on the Gojek application users in the Medan Helvetia District.

Table 3. Pre-Survey Results Regarding Habits of the Gojek Application Users in Medan Helvetia District

| Statement | Yes | | No | | Total | |
|--|------------|--------|------------|--------|------------|------|
| | Respondent | (%) | Respondent | (%) | Respondent | (%) |
| Pay attention to the explanation and information related to the service in the application carefully | 23 | 76,66% | 7 | 23,34% | 30 | 100% |
| Study applications in detail | 23 | 76,66% | 7 | 23,34% | 30 | 100% |

Source: Pre-Survey Results, 2022

Table 3 shows that 23.34% of Gojek application users are not yet paying careful attention to the explanations and information related to the application's services or studying the application in detail. This is a problem of habit.

Based on previous studies, there are still many inconsistent research results. Gupta's research (2019) showed that social influence had no significant effect on behavioural intention and use behaviour. While the results of Farah's research (2018) showed that social influence and habit significantly affected behavioural intention and use behaviour, this shows the presence of research gaps.

Based on research conducted by Rahmatillah et al. (2018) shows a significant effect on habit use behaviour. According to Jain and Singhal (2019), lifestyle adjustment is a

factor that influences the adoption or use of a technology.

Based on phenomena and research gaps that researchers have observed, researchers want to conduct further research on the factors that can influence the use behaviour with the title "The Effect of Social Influence and Habit on Use Behavior with Behavioural Intention as an Intervening Variable in Intervening Variable Medan Helvetia District. "

LITERATURE REVIEW

Use Behaviour

Consumer behaviour is a complex and multi-dimensional process (Zhang, 2018). Consumer behaviour is a concrete action for individuals/organizations influenced by various internal and external aspects that direct them in choosing and consuming the desired goods/services (Priambodo & Prabawani, 2016). Actual use is a conscious act of a consumer in using a product to get the real benefits he wants from the product (Saintz, 2017). Behaviour in the context of information systems can be defined as the intensity of information use, which refers to how often the user uses the information system (Machmud, 2018).

Research on aspects of humans and technology is a concern after the many issues of the success of information technology or information systems are much influenced by humans and attributes that are inherent, both personal character, interpersonal relationships, and also cultural aspects formed from relationships between individuals through these technologies (Susanto, 2015).

The process of behaviour in the use of technology can be measured using (Zhang et al., 2018):

1. Technology Acceptance is a consumer's perception of a technology's ease of use and benefits.
2. Actual usage can be measured by how much money is used, to what extent, and for what purpose someone makes an electronic payment. Actual use can contain statements of yes or no in the

use of technology. Actual use can be measured through 4 (four) dimensions, namely (Barnett et al., 2014):

- a) Conscientiousness is sincerity in using goods/services, which is also a self-control that shows awareness in behaviour. The conscientiousness indicator (conscience) is as follows:
 - Be serious about using applications.
 - Continue active in using applications
- b) Extraversion is an enthusiastic attitude toward use that always follows the development of an item/service. The users' attitude toward the Gojek application is that they are highly motivated to learn and open to new things (Asri, 2020).
- c) Agreeableness is the attitude of users of the Gojek application that tends to have a high sense of tolerance and is not easy to hate products.
- d) Openness is the attitude of the Gojek application user, who always wants to try new things and tends to have positive feelings when dealing with unknown situations.

Social Influence

Social influence refers to how other people influence a person's behaviour decisions (Grenny et al., 2008). Social influence is related to external pressure (from essential people in a person's life, such as family, friends, and supervisors at work). Social influence is the influence of the behaviour of a group or individual in carrying out actions based on habits. These influences include references, families, roles, and social status. Reference is the influence of behaviour, directly and indirectly, on a person by a group or individual. The family is a source of orientation that influences one's behaviour.

Social influence indicators are as follows (Venkatesh et al., 2003):

1. Subjective norms, namely social influence related to consumer perception of what must or should not be done.
2. Social factors, namely individual

internalization of the subjective culture of reference groups and specific interpersonal agreements made by individuals with others in certain social situations. According to Kotler (2005: 206), indicators of social factors include following friends, family influences, and the environment.

3. Image is defined as the extent to which innovation is felt to improve one's image or status in a person's social system. According to Muhammad (2010:61), product image indicators include Having an affordable price, product attribute, and product guarantees
4. Visibility, namely the social influence formed by a condition of consumer behaviour that other consumers can observe, reflects that consumer decisions are influenced by the consumer's perception of other consumer behaviour. Based on this understanding attracts several indicators of visibility, namely (Wang, 2014):
 - a) Feeling social status increases after being able to operate applications.
 - b) Feeling happy after being able to use the application.
 - c) It is easier to express yourself using the application.

Habit

People who are accustomed to using similar technology will tend to have more interest in using it compared to people who are not accustomed (Mahendra et al., 2017). Habituation is a practical effort in fostering and forming morals. The result of habituation by educators is creating a habit for students. Habituation is the process of forming new habits or improving existing habits. Besides using orders, role models, and special experiences, Habituation also uses punishment and rewards. The goal is for a person to develop new attitudes and habits that are more precise and positive in harmony with space and time needs

(contextual). In addition, the correct and positive meaning above is in harmony with the norms and moral values that apply, both religious, traditional, and cultural.

According to Venkatesh et al. (2012) Habit indicators are as follows:

1. Previous Behavior. Behaviour before becoming a habit is not yet an event that is repeated. Behaviour is often done, but not all the time. According to Mahendra et al. (2017), users tend to use mobile applications automatically because they have used them repeatedly before and because they have built a perception that reflects the results of their experience using technology.
2. Behavior becomes automatic. Habits are activities carried out repeatedly so that they are spontaneous. Habituation takes place thanks to sustainable repetition and training (Hartuti, 2015).

Behavioural Intention

Interest is described as a person's situation before taking action that can be used to predict behaviour or action (Priambodo & Prabawani, 2016). Interest directly determines one's actions or Behavior (Susanto, 2015). Interest can change over time and is not always static. Interest is a person's desire to do a particular behaviour. Someone does a behaviour if you have a desire or interest in doing it.

Interest is a person's desire consciously to do a behaviour to achieve certain goals. Interest in use in the context of this research is defined as a desire to use a service system in everyday life, plans to use it in the future and plans always to use it. A person's interest influences the behaviour of use. Interest in using a product reflects the community's view of the product, both the quality of service, the benefits obtained, and the advantages of these products.

The Behavioural Intention Dimensions are (Venkatesh et al., 2012):

1. Interested in using it in the future.
Interested indicators of using in the future are as follows:

- a) Intend to continue to use applications in the future.
 - b) The application makes it easy to order the process so that it intends to continue to be used in the future
2. Try to use it in everyday life. The indicators will be used in everyday life, namely:
 - a) Always try to use applications in everyday life.
 - b) Will choose to shop using the application
 3. Planning to use it many times. Indicators plan to use it many times are as follows:
 - a) Planning to continue to use the application repeatedly.
 - b) Cheap transactions make you want to use the application continuously.

Framework

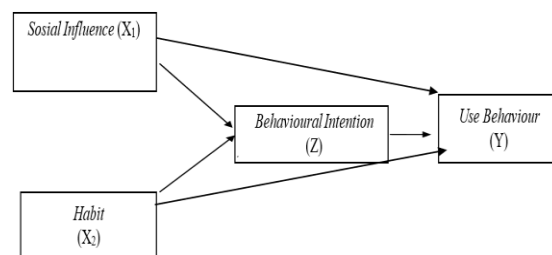


Figure 1. Conceptual Framework

H1: Social influence affects intention behaviour in the Gojek application users in the Medan Helvetia District.

H2: Habit affects intention behaviour in the Gojek application users in the Medan Helvetia District.

H3: Social influence affects the behaviour of users of the Gojek application in Medan Helvetia District.

H4: Habit affects the use behaviour of the Gojek application users in the Medan Helvetia District.

H5: Behavioural intention affects the behaviour of users of the Gojek application in Medan Helvetia District.

H6: Social influence affects Use Behavior with Behavioural Intention as an intervening variable in Gojek application users in the Medan Helvetia District.

H7: Habit affects the use behaviour with behavioural intention as an intervening variable in the Gojek application users in the Medan Helvetia District.

MATERIALS & METHODS

This type of research is associative research with a quantitative analysis approach. Quantitative analysis is a deductive research method that uses measurement and sampling techniques to collect data (Hair, 2020).

The measurement of each variable in this study will use a Likert scale. With a Likert scale, the variables to be measured are elaborated into variable indicators. Then, the indicator is used as a starting point for compiling instrument items in the form of statements/questions. Each respondent's answer has a score. Later, the average value of the score will be obtained. The average value obtained will be adjusted to the range score that has been calculated to find out the information from the statement item. The population in this study is consumers who use the Gojek application in the Medan Helvetia sub-district area, which cannot be known. The sampling technique in this study was a sample taken with a non-probability sampling sample design, which is a sampling technique that does not provide the same opportunity/opportunity for each element or member of the population to be chosen into samples. Sample selection criteria are consumers who use the Gojek application in the Medan Helvetia District.

The large population of this study is not yet known with certainty. So, the sample size can be determined using the formula according to Hair (2020), and the sample size should be 100 or larger. As a general rule, the minimum number of samples is at least five times more than the number of question items/statements to be analyzed, and the sample size will be more accepted if it has a ratio of 10:1. In this study, there were 26 statement items. Hence, the number of samples taken was:

Number of samples = number of statements x 5 = 26 x 5 = 130 respondents
Based on these results, the number of respondents to be sampled in this study was 130 people with consumer criteria who used the Gojek application in Medan Helvetia District and had used at least 1x (one) use. The sampling technique used in this study is the accidental sampling technique, a sample determination technique based on anyone by chance/incidental meeting with researchers. It can be used as a sample if seen by people who happen to be found following data sources. This technique is used because researchers can not obtain consumer data. So, accidental sampling techniques are more appropriate for facilitating questionnaires to consumers who use the Gojek application in the Medan Helvetia District. Data analysis techniques in this study use the Smart PLS program.

RESULT

Data Quality Test

Full Structural Model

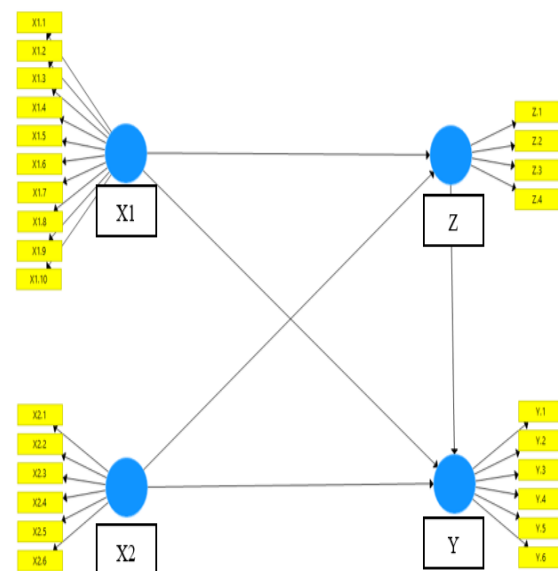


Figure 2. Full Structural Model

A. Evaluation of Outer Model Full Model

1. Discriminant validity

a) Fornel-Lacker Criterion

Table 4. Fornel-Larcker Criterion

Fornel-Larcker Criterion

| | Behavioural Intention | Habit | Social Influence | Use Behaviour |
|-----------------------|-----------------------|-------|------------------|---------------|
| Behavioural Intention | 0.776 | | | |
| Habit | 0.571 | 0.808 | | |
| Social Influence | 0.382 | 0.605 | 0.775 | |
| Use Behaviour | 0.675 | 0.720 | 0.684 | 0.786 |

Source: Data Processed with Smart PLS

Based on Table 4, discriminant validity testing with the Fornel-Larcker Criterion, where each variable has a greater AVE root value than the correlation between its variables, the discriminant validity test is met.

b) HTMT (Heterotrait-Monotrait)

Table 5. HTMT Test Result

Heterotrait-Monotrait Ratio (HTMT)

| | Behavioural Intention | Habit | Social Influence | Use Behaviour |
|-----------------------|-----------------------|-------|------------------|---------------|
| Behavioural Intention | | | | |
| Habit | 0.646 | | | |
| Social Influence | 0.355 | 0.620 | | |
| Use Behaviour | 0.774 | 0.814 | 0.676 | |

Source: Data processed with Smart PLS

Based on Table 5 testing with HTMT, where the whole variable has an HTMT value < 0.9 , meaning that the whole variable has a strong discriminant validity.

B. Inner Model Evaluation

1. Variable Correlation Test in The Structural Model

According to Hair et al. (2018), the Multicollinearity Test provides a perspective on the impact of collinearity on exogenous variables in structural models. According to Hair et al. (2019), the possibility of a collinearity problem is when the VIF value is $\geq 3-5$, and good collinearity is when the VIF value < 3 .

Table 6. Collinearity Statistics Test Results

Inner VIF Values

| | Behavioural Intention | Habit | Social Influence | Use Behaviour |
|-----------------------|-----------------------|-------|------------------|---------------|
| Behavioural Intention | | | | 1.487 |
| Habit | 1.578 | | | 2.005 |
| Social Influence | 1.578 | | | 1.583 |
| Use Behaviour | | | | |

Source: Data processed with Smart PLS

2. Model Quality Test

a) R Square

Based on Table 7, the R Square Value in Behavioural intention of 0.328 (32.8%)

means that social influence and habit can explain behaviours. The R Square in Use Behavior is 0.708 (70.8%), which means that social influence, habit, and behavioural intention can explain 70.8% of the use behaviour, which is included in the strong category, while other factors outside the model explain the remaining 29.2%.

Table 7. R-Square Test Result

| | R Square |
|-----------------------|----------|
| Behavioural Intention | 0.328 |
| Use Behaviour | 0.708 |

Source: Data processed with Smart PLS

b) f-Square (Effect Size)

Based on Table 8, the largest F Square or effect size value is Behavioural Intention to Use behaviour, equal to 0.318, included in the medium category, and the smallest effect size value is the social influence on behavioural intention, 0.003, including a small category.

Table 8. f-Square Test Results

| | Behavioural Intention | Habit | Social Influence | Use Behaviour |
|-----------------------|-----------------------|-------|------------------|---------------|
| Behavioural Intention | | | | 0.318 |
| Habit | 0.270 | | | 0.137 |
| Social Influence | 0.003 | | | 0.299 |
| Use Behaviour | | | | |

Source: Data processed with Smart PLS

c) Q Square

Table 9 shows the results of testing the quality of the model with Q-Square, where the two use variables of behaviour and behavioural intention have a $Q^2 > 0.02$ value, meaning that exogenous constructs have a small predictive relevance for endogenous constructs.

Table 9. Q Square

| | SSO | SSE | $Q^2 (=1-SSE/SSO)$ |
|-----------------------|---------|---------|--------------------|
| Social Influence | 276.000 | 276.000 | |
| Habit | 414.000 | 414.000 | |
| Use Behaviour | 552.000 | 524.679 | 0.049 |
| Behavioural Intention | 552.000 | 514.229 | 0.068 |

Source: Data processed with Smart PLS

3. The Significance Test Of Direct Effect, Indirect Effect, and Total Effect

a) Direct Effect Significance Test

Table 10. Direct Effect Test Result

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|------------------------|----------|
| Social Influence -> Behavioural Intention | 0.058 | 0.076 | 0.098 | 0.590 | 0.555 |
| Social Influence -> Use Behaviour | 0.371 | 0.378 | 0.074 | 5.021 | 0.000 |
| Habit -> Behavioural Intention | 0.536 | 0.530 | 0.088 | 6.067 | 0.000 |
| Habit -> Use Behaviour | 0.283 | 0.272 | 0.076 | 3.746 | 0.000 |
| Behavioural Intention -> Use Behaviour | 0.371 | 0.375 | 0.070 | 5.306 | 0.000 |

Source: Data processed with Smart PLS

The table above shows that:

- 1) It is known that the coefficient of social influence pathway 0.058 is positive, with a significance of 5% t-count 0.590 < 1.96 and the p-value of 0.555 > α (0.05) means that social influence has a positive and insignificant effect on behavioural intention. It means that the higher the social influence, it will not significantly increase behaviour.
- 2) It is known that the coefficient of social influence pathway 0.371 is positive, with a significance of 5% t-count 5.021 > 1.96 and the p-value value of 0.00 < α (0.05) means that social influence has a positive and significant effect on use behaviour. The higher the social influence, the more it will significantly increase use behaviour.
- 3) It is known that the coefficient value of the habit of 0.536 is positive, with a significance of 5% t-count 6.067 > 1.96 and the value of p-value 0,000 < α (0.05) means habitus has a positive and significant effect on behaviour intention. It means that the higher the habit, the more behavioural intention will be increased.
- 4) It is known that the coefficient value of the habit of 0.283 is positive, with a significance of 5% t-count 3.746 > 1.96 and the value of p-value 0,000 < α (0.05) means that habituation has a positive and significant effect on use behaviour. It means the higher the habit, the more it will significantly increase use behaviour.
- 5) It is known that the coefficient value of the Behavioural Intention is 0.371, which is positive, with a significance of 5% t-count 5,306 > 1.96 and a p-value value of 0,000 < α (0.05). It means that behavioural

intention positively and significantly affects use behaviour. It shows that the higher the intention behaviour, the more it will significantly increase use behaviour.

b) Indirect Effect Significance Test

Table 11. Indirect Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|------------------------|----------|
| Social Influence -> Behavioural Intention -> Use Behaviour | 0.021 | 0.029 | 0.039 | 0.555 | 0.579 |
| Habit -> Behavioural Intention -> Use Behaviour | 0.199 | 0.199 | 0.049 | 4.030 | 0.000 |

Source: Data processed with Smart PLS

The table above shows that :

- 1) The magnitude of the coefficient of indirect influence on social influence on use behaviour through behavioural intention is 0.021, which is positive, with a significance of 10% t-count 0.555 < 1.65 and p-value of 0.579 > α (0.1). It shows behaviour Mediating the relationship of social influence to use behaviour.
- 2) The magnitude of the coefficient of indirect effects of habit on use behaviour through behavioural intention is 0.199, which is positive, with a significance of 5% t-count of 4,030 > 1.96 and a p-value value of 0,000 < α (0.05). It shows that behaviour intention can mediate the influence of habit against use behaviour.

c) Total Effect Significance Test

Table 12. Total Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|------------------------|----------|
| Social Influence -> Behavioural Intention | 0.058 | 0.076 | 0.098 | 0.590 | 0.555 |
| Social Influence -> Use Behaviour | 0.393 | 0.407 | 0.073 | 5.344 | 0.000 |
| Habit -> Behavioural Intention | 0.536 | 0.530 | 0.088 | 6.067 | 0.000 |
| Habit -> Use Behaviour | 0.482 | 0.470 | 0.074 | 6.481 | 0.000 |
| Behavioural Intention -> Use Behaviour | 0.371 | 0.375 | 0.070 | 5.306 | 0.000 |

Source: Data processed with Smart PLS

The table above shows that:

- 1) It is known that the coefficient of social influence pathway 0.058 is positive, with a significance of 5% t-count 0.590 < 1.96

and the p-value value of $0.555 > \alpha (0.05)$ means that social influence has a positive and insignificant effect on behavioural intention. It means that the higher the social influence, it will not significantly increase behaviour.

- 2) It is known that the coefficient of social influence pathway 0.393 is positive, with a significance of 5% t-count $5.344 > 1.96$ and the p-value value of $0.00 < \alpha (0.05)$ means that social influence has a positive and significant effect on use behaviour. The higher the social influence, the more it will significantly increase use behaviour.
- 3) It is known that the coefficient value of the habit of 0.536 is positive, with a significance of 5% t-count $6.067 > 1.96$ and the value of p-value $0,000 < \alpha (0.05)$ means habitus has a positive and significant effect on behaviour intention. It means that the higher the habit, the more behavioural intention.
- 4) It is known that the coefficient value of the habit of 0.482 is positive, with a significance of 5% t-count $6.481 > 1.96$ and the value of p-value $0,000 < \alpha (0.05)$ means the habituation has a positive and significant effect on use behaviour. This means the higher the habit, the more likely it is to increase use behaviour.
- 5) It is known that the coefficient value of the Behavioural Intention is 0.371, which is positive, with a significance of 5% t-count $5,306 > 1.96$ and a p-value of $0,000 < \alpha (0.05)$. It means that behavioural intention positively and significantly affects use behaviour. It shows that the higher the behaviour of intention, the more it will significantly increase use behaviour.

CONCLUSION

Based on the results of the explanation above, it can be concluded that:

- 1) Social influence has a positive and significant effect on the use behaviour of Gojek consumers in the Medan Helvetia District.
- 2) Habit positively and significantly affects

use behaviour in Gojek consumers in the Medan Helvetia District.

- 3) Social influence has a positive and insignificant effect on behavioural intention in Gojek consumers in the Medan Helvetia District.
- 4) Habit positively and significantly affects behavioural intention in Gojek consumers in the Medan Helvetia District.
- 5) Behavioural intention positively and significantly affects use behaviour in Gojek consumers in the Medan Helvetia District.
- 6) Behavioural intention cannot mediate the relationship of social influence on use behaviour.
- 7) Behavioural intention can significantly mediate the effect of habit on use behaviour.

SUGGESTIONS

Based on the discussion and conclusions that have been explained, the suggestions that researchers can provide are as follows:

- 1) Social influence.
Because using the Gojek application cannot improve social status, it is expected to add more features, such as choosing the type of vehicle to use in the Gocar service following the desires and levels of the types of vehicles that consumers need.
- 2) Habit
Because the community pays less attention to every instruction applied to Gojek, it is expected to simplify the application features so that people do not have difficulty understanding the Gojek application.
- 3) Behavioural intention.
Because the public does not intend to continue to use the Gojek application in the future, it is expected that an exciting event or feature will be created to attract consumers to the use of applications.
- 4) Use behavioural.
Because the Gojek application does not have good service, it is hoped that

Gojek management will upgrade the system used in the application to minimise errors.

5) Next researcher

Based on the study's results, it is known that social influence and habit can explain the behavioural intention of 32.8%, which belongs to the weak category. So, it is recommended that variables that are more relevant and considered to influence behavioural intention be used. Based on the limitations of the researcher, namely the problem of finding references with the same object and variable so that the researcher does not get many pictures and similar references, it is recommended that the next researcher adjusts the variables used with the object under study.

Declaration by Authors

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