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The Influence of Travel Time and Transportation Costs on the Use of Online Motorbike Taxi in Palembang City

Ardin Rozandi[1], Tsulis Iqbal Khairul Amar[2], Dio Damas Permadi[1]

[1]Program Studi Teknik Sipil Universitas Nusa Putra, Sukabumi, INDONESIA
[2]Program Studi Teknik Sipil Universitas Muhammadiyah Surakarta, Surakarta, INDONESIA

E-mail: ardin.rozandi@nusaputra.ac.id, tik.154@ums.ac.id, dio.permadi@nusaputra.ac.id

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ABSTRACT

One of the cities in Indonesia that usually uses motorbike taxis or online motorbike taxi services for transportation is Palembang. Mode selection is the main stage in transportation planning and policy. Urban areas need to provide space for mobility modes and transportation infrastructure because the choice of mode affects how efficiently people can move around. The choice of transport mode is determined by competition between transport modes, which takes into account travel demand and can benefit both private and public transport. Data-based online motorcycle taxi applications facilitate consumer access by making it easier for the general public and students to confirm the driver's identity. Online transportation is becoming increasingly common in big cities like Palembang as the transportation sector develops to better serve people's demand for efficient mobility. This research aims to analyze how travel time and transportation costs can influence the use of online motorcycle taxi transportation in Palembang City. This research uses quantitative descriptive research, this research uses non-probability samples with a purposive approach, namely a technique for determining samples with certain opinions, so the number of samples in this research is 96 people in the city of Palembang who use online motorbike taxi transportation. Data collection techniques using questionnaires, and data analysis using multiple linear regression. Based on the research results, travel time has a significant influence on the use of online motorcycle taxis in Palembang City (0.003 < 0.05), and transportation costs have a significant influence on the use of online motorcycle taxis in Palembang City (0.000 < 0.05). Travel time and transportation costs have a significant influence on the use of online motorcycle taxis in Palembang City (0.000 < 0.05), with a model capability of 70.5%, while the remaining 29.5% of online motorcycle taxi use in Palembang City is influenced by factors others not examined in this study.

Keywords: travel time; transportation costs; usage; online motorbike taxi.

INTRODUCTION

According to the Central Statistics Agency, Palembang, the capital of South Sumatra Province, has a population of more than 1,602,071 people. Every year, the city of Palembang experiences a significant increase in population growth, this has an impact on several economic factors as well as the growth rate in the number of vehicles and means of transportation in the city. Palembang is one of the cities in Indonesia that widely uses online motorbike taxi services or online motorbike taxis as a mode of transportation (Arliansyah & Syahamahwati, 2017). The main phase of transportation planning and policy is mode choice. Space in urban areas must be allocated for transportation infrastructure and mobility modes because the choice of mode affects the efficiency of movement in the area. Competition between transportation modes, which considers travel demand and can support private and public transportation, determines the choice of transportation mode (Felicia et al., 2023).

A mode of transportation is a form of transportation that provides mobility for an object for a certain movement. Meanwhile, public transportation is a means to help transport people or groups of people together. Transportation can also be used as a means of delivery from the place of origin to the desired destination. The definition of public transportation according to Law Number 14 of 1992 regarding goods traffic on roads, articles 25 and 26, states that users are subject to

transportation costs as a result of using the service for personal purposes. In the concept of public transportation, not all people have private transportation to support their daily activities, so the government provides public transportation as a form of public policy (Rozandi, Agustien & Arliansyah, 2019).

A number of variables such as travel time and cost influence the adoption of online motorcycle taxis. Therefore, it is important to assess how travel time and costs affect the use of online motorcycle taxis in Palembang City. To help stakeholders in the transportation industry and policymakers improve the quality of transportation services offered in the city, this research tries to explain the variables that influence the use of online motorcycle taxis in Palembang.

Travel time is the length of time required to cover a certain distance, calculated by the speed of the vehicle and the distance to be traveled. The amount of travel time influences the type of transportation chosen. When deciding whether to use public or private transportation, a person's travel time may come into play. Apart from quality considerations such as comfort, security and privacy, quantitative issues such as travel time, cost, parking costs and space availability also influence the choice of transportation mode. The distance traveled also influences a person's tendency to use public transportation (Siti, 2019).

This is in line with research by Deccasari (2018) which states that the travel time factor influences the interest of online motorcycle taxi users, in line with Maryam & Syarkawi (2022), and Wulandari & Prihatini (2018) who state that the travel time variable has a significant effect on user interest in choosing online mode of transportation. Distance traveled can indirectly be a very influential factor for residents in choosing online motorcycle taxis as a mode of transportation. This is because the distance traveled can indirectly affect the travel time and costs incurred by online motorcycle taxi users.

This is by research by Deccasari (2018), Maryam & Syarkawi (2022), and Wulandari & Prihatini (2018) which found that the travel time variable has a significant effect on user interest in choosing online transportation modes. Deccasari's research also shows that the travel time factor influences the interest of online motorcycle taxi users. For local people, the distance traveled may have a significant indirect impact on their decision to use online motorcycle taxis as transportation. This is because the distance traveled can have an indirect impact on the cost and travel time for consumers of online motorcycle taxi services.

Transportation business operators bear the costs of providing transportation services which are included in transportation costs in public transportation capital. These expenses play an important role in determining the shipping rates or rates that customers must pay. People's willingness to use public transportation can be influenced by transportation costs. This importance is influenced by several elements, including cost, dependability, safety, and security. Assessment of public transport fares is very important to ensure that the fares are in line with people's financial capabilities and willingness to pay for the service. To meet mobility needs and encourage community mobility, public transportation is very important, especially for those who do not have access to other transportation (Rahardjo, 2015).

According to Yuniawati & Istichanah (2023) and Sianipar (2019), the transportation cost variable has a significant influence on user interest in choosing a mode. This finding is in line with research by Prihatini & Hidayati (2019) which shows that transportation cost factors influence on the interest of online motorcycle taxi users. When consumers choose online transportation services, transportation costs play an important role. Customers can order transportation services using the application system on their smartphone while using certain application-based online transportation. The distance traveled determines the transportation cost, and users simply track the car, travel time, driver's license, and other positional data.

Cost and travel time must be a consideration for entrepreneurs using online motorcycle taxis in Palembang City. This is because transportation costs and time can have an impact on an entrepreneur's production and efficiency. Apart from that, when using online motorcycle taxis, business owners also need to pay attention to service quality and safety. Gojek, Grab, and Maxim are several online motorcycle taxi applications based in Palembang City. Palembang City residents

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who use online transportation mostly use the Gojek application. Entrepreneurs can choose the GoRide service by using online motorbike taxis to reach various locations in Palembang City quickly, easily, and without having to deal with city traffic jams. Apart from that, business owners can use GoCar services to travel comfortably and safely to various locations in Palembang City. When using online motorcycle taxis, business owners must also consider the attributes of consumers of online transportation services in Palembang City, including age, occupation, income, and purpose of use.

Data-based online motorcycle taxi applications facilitate consumer access by making it easier for the general public and students to confirm the driver's identity. Online transportation is becoming increasingly common in big cities like Palembang as the transportation sector develops to better serve people's demand for efficient mobility. Because it highlights user preferences, accessibility, and the role of Internet transportation in meeting the transportation needs of Palembang City residents, this research is important. In this regard, this research aims to examine the influence of travel duration and cost on the use of online motorcycle taxi services by residents of Palembang City.

Urban transportation typically revolves around a network of systems designed to facilitate the movement of people and goods across the city. Public transit serves as the backbone, with buses, subways, and light rail providing affordable and efficient means to travel long and short distances. These systems are often supplemented by commuter trains that link suburbs to downtown areas. Taxis and ride-hailing services offer more flexible point-to-point travel, albeit at a higher cost. Personal vehicles remain a dominant mode of transport, contributing to traffic congestion during peak hours. Cycling has gained popularity in many cities, supported by dedicated bike lanes and bike-sharing programs. Walking remains an essential part of city life, particularly in densely populated areas where proximity to workplaces, schools, and shops encourages pedestrian movement. Cities often invest in infrastructure like bridges, tunnels, and expressways to facilitate smoother traffic flow. Increasingly, electric vehicles and sustainable transport initiatives are reshaping urban mobility to reduce pollution and carbon emissions. Despite advancements, many cities continue to grapple with challenges like overcrowded transit, limited accessibility, and environmental concerns. The balance between convenience, affordability, and sustainability remains a central focus for modern urban planners aiming to create efficient and livable cities (Syaiful S et.al, 2024; Rahmawati A et.al, 2024; Nur MY et.al, 2024).

RESEARCH METHODS

Materials

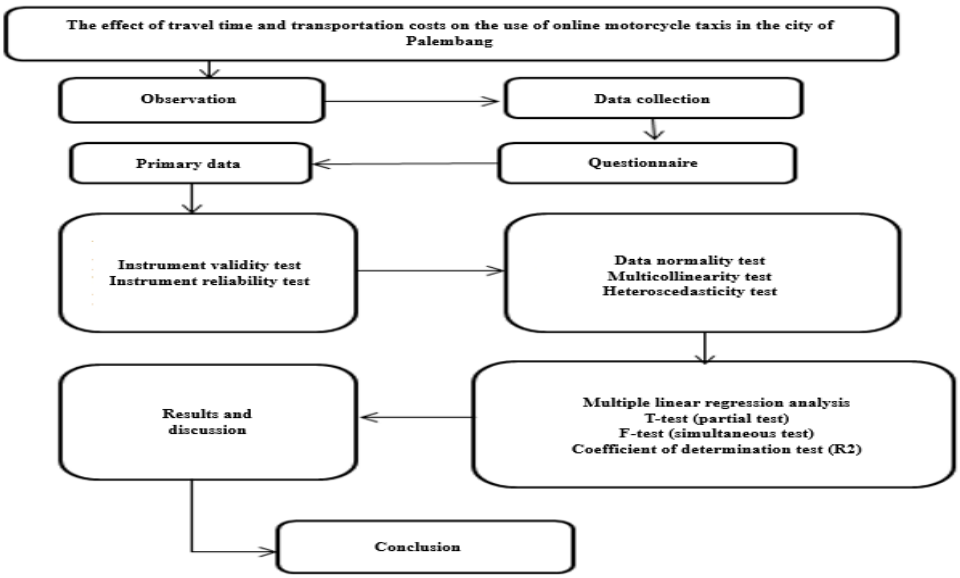

Figure 1. Research Flow Diagram

The population in this research is the people of the city of Palembang. This research uses a non-probability sample with a purposive approach, which is a technique for determining samples with certain opinions. The sample criteria in this research are the people of Palembang city who use online motorbike taxi transportation, and the people of Palembang city who use online motorbike taxi transportation more than ten times. Determining the number of samples used in this research is by the formula proposed by Djarwanto & Subagyono in Sugiyono (2017). Sample determination is based on the use of α = 5% because in general, the error rate in statistical testing is set at 5%. With α = 5% which has been determined, the value of Z ½ = 1.96 (based on the Z table). The researcher chose the value E = 0.1 as the result of a subjective decision, where the researcher wanted to ensure that the error rate in filling out the questionnaire did not exceed 0.1 (10%), while 0.9 (90%) was the correct level. So the number of samples in this research is 96 people from the city of Palembang who use online motorcycle taxi transportation, here are the calculations; (Sugiyono, 2017).

$$n = 0{,}25 \left[\frac{1{,}96}{0{,}1}\right]^2 = 96{,}04 = 96$$

Methods

In January and February 2024, research was carried out called quantitative descriptive research in Palembang City. This type of research involves the use of research tools to collect data on a specific population or group. The purpose of data analysis, which can be carried out statistically or quantitatively, is to test hypotheses (Sugiyono, 2017).

Primary data sources are sources of information used in this research. A maintained questionnaire with object indicators is provided as part of this data collection method. The Likert scale will be used for the selected questionnaires that will be tested. The options are (1) Strongly Disagree, (2) Disagree, (3) Disagree, (4) Agree, and (5) Strongly Agree. The validity and validity of the instruments used in this research were assessed using instrument tests. The validity and reliability test of the instrument is the test used (Sugiyono, 2017).

Data Analysis

Multiple linear regression analysis specifically is an analytical technique used in this research to replicate the causal relationship between the independent variable (X) and the dependent variable (Y), which is expressed in an equation and includes: (Ghozali, 2019).

$$Y = \alpha + \beta X_1 + \beta X_2$$

Y = Use of Online Motorbike Taxi

α = Constant Value

β = Regression coefficient

X1 = Travel Time

X2 = Transportation Costs

To ensure that the regression model used meets the basic assumptions of regression analysis, a classical assumption test is carried out before carrying out the multiple linear regression test. The purpose of the classical assumption test is to find out whether the assumptions of homoscedasticity, normality, and the absence of multicollinearity are met by the data (Sugiyono, 2017).

Table 1. Operational Research Variables

Variabel	Indicator	Scala
Travel Time (X1)	Travel Distance	Ordinal
	Time Efficiency	Ordinal
	Congestion	Ordinal
	Travel Cost	Ordinal
Transportation Cost (X2)	Service Fee	Ordinal
	Delivery Fee	Ordinal
	Additional Fee	Ordinal

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Variabel	Indicator	Scala
Use of Online Motorcycle Taxis (Y)	Ease of Use	Ordinal
	Motivation	Ordinal
	Self-Preference	Ordinal
	Self-Perception	Ordinal
	Habits	Ordinal
	Confidence in the Application	Ordinal

Source: Adji (2013), Aziz (2014), Yuniawati & Istichanah (2023).

RESULT AND DISCUSSION

Determine the value of r table, (N) = 96 then df/dk = n-2, df = 96-2 = 94. R table means 0.05 and df/dk 94, the value of r table = 0.2006. The prerequisite for the legitimacy test is that it is considered substantial if r count > r table (Sugiyono, 2017).

Table 2. Instrument Validity Test

Variable	Item	Rcount	Rtable	Conclusion
Travel Time (X1)	1	0,690	0,2006	Valid
	2	0,824	0,2006	Valid
	3	0,753	0,2006	Valid
	4	0,641	0,2006	Valid
	5	0,650	0,2006	Valid
	6	0,803	0,2006	Valid
Transportation Cost (X2)	1	0,833	0,2006	Valid
	2	0,811	0,2006	Valid
	3	0,756	0,2006	Valid
	4	0,711	0,2006	Valid
	5	0,786	0,2006	Valid
	6	0,709	0,2006	Valid
Use of Online Motorcycle Taxis (Y)	1	0,776	0,2006	Valid
	2	0,890	0,2006	Valid
	3	0,845	0,2006	Valid
	4	0,768	0,2006	Valid
	5	0,758	0,2006	Valid
	6	0,784	0,2006	Valid
	7	0,845	0,2006	Valid
	8	0,777	0,2006	Valid
	9	0,734	0,2006	Valid
	10	0,816	0,2006	Valid
	11	0,804	0,2006	Valid
	12	0,784	0,2006	Valid

Source: Primary Data Processed Results, 2024

Based on the results of the instrument validity test, it is known that the calculated r for each question item from the variable in this study is greater than the r table, this means that the question item is declared valid.

Table 3. Instrument Reliability Test

Variable	N of cases	N of item	Cronbach Alpha
Travel Time (X1)	96	6	0,822
Transportation Cost (X2)	96	6	0,860
Use of Online Motorcycle Taxis (Y)	96	12	0,947

Source: Primary Data Processed Results, 2024

The Cronbach Alpha value for the reliability test for each variable is greater than 0.70. This shows that the statements in the questionnaire used in this research can be said to be reliable (Ghozali, 2019).

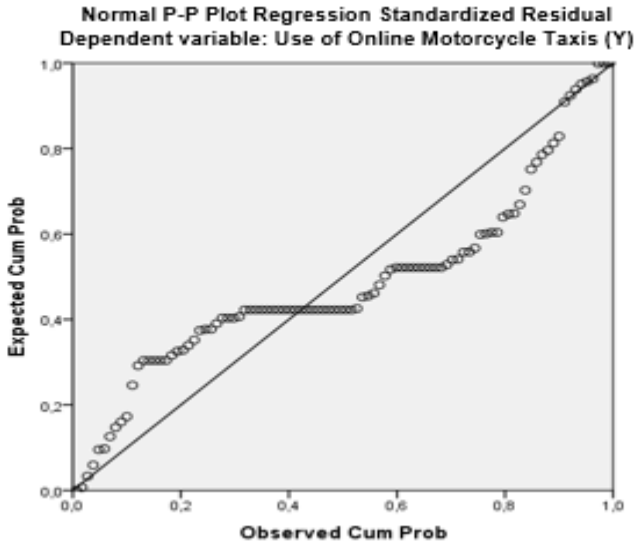

Figure 2. Data Normality Test

The data in this study is considered to be normally distributed because the results of the data normality test show that the points on the graph of the Probability Plot test results are spread around the diagonal line and follow its direction.

Table 4. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	**VIF**
Travel Time (X1)	0,380	2,633
Transportation Cost (X2)	0,380	2,633

Source: Primary Data Processed Results, 2024

Based on the results of the multicollinearity test, there was no multicollinearity in this study because the independent variables had a tolerance value > 0.1 and a VIF value < 10. This shows that there was no mutual influence between the independent variables in this study (Ghozali, 2019).

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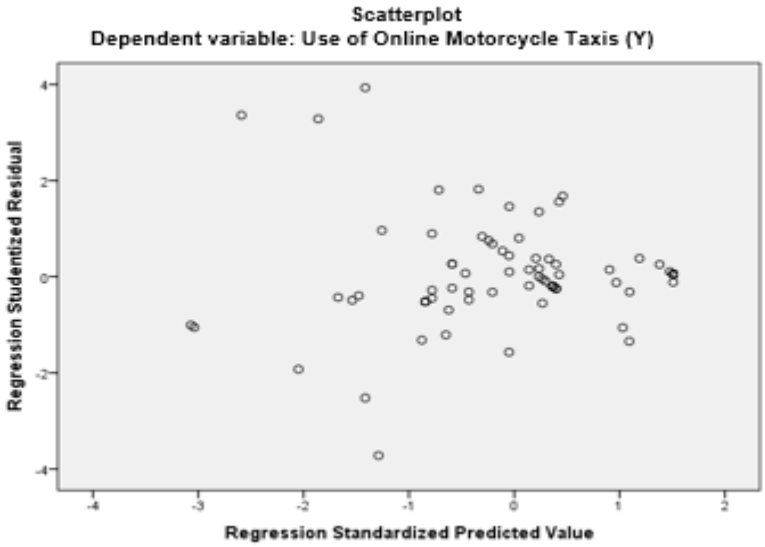

Figure 3. Heteroscedasticity test

The results of the heteroscedasticity test using the scatterplot test are shown in the top image. The data points do not accumulate exclusively at the top or bottom, nor do they create a wave pattern that widens and then narrows. Thus, it can be said that the model used in this research does not have heteroscedasticity problems.

Table 5. Multiple Linear Regression Analysis

Coefficients[a]		
Model	**Unstandardized Coefficients**	
	B	**Std. Error**
(Constant)	7,160	2,806
Travel Time (X1)	0,296	0,197
Transportation Cost (X2)	1,455	0,183

Source: Primary Data Processed Results, 2024

The regression model equation for this research can be developed based on the findings of the multiple linear regression analysis in the previous table. The equation is Y = 7.160 + 0.296X1 + 1.455X2, and can be read as follows. The variable using online motorcycle taxis has a constant value of 7.160, which means that if the independent variable has a value of 0 then the variable will remain at 7.160 without increasing or decreasing. The use of online motorcycle taxis will increase by 0.296 if the travel time increases by one unit, in accordance with the regression coefficient for the travel time variable, which has a positive sign of 0.296. The use of online motorcycle taxis will increase by 1.455 if transportation costs are reduced by one unit, in accordance with the regression coefficient for the transportation cost variable which has a positive value of 1.455.

Table 6. t test (partial test)

Variable	**t**	**Sig.**
Travel Time (X1)	1,498	,003
Transportation Cost (X2)	7,956	,000

Source: Primary Data Processed Results, 2024

Based on the partial test results in the table above, it is known that the significance value of the influence of travel time on the use of online motorcycle taxis is 0.003 < 0.05 (probability α), this means that travel time has a significant effect on the use of online motorcycle taxis. Meanwhile, the significance value of the influence of transportation costs on the use of online motorcycle taxis

is 0.000 <0.05 (probability α), this means that transportation costs have a significant effect on the use of online motorcycle taxis.

Table 7. F Test (Simultaneous Test)

Variable	Fcount	Sig.
Travel Time (X1) Transportation Cost (X2) Use of Online Motorcycle Taxis (Y)	111,014	0,000[b]

Source: Primary Data Processed Results, 2024

Based on the results of the simultaneous test, it is known that the significance of the influence of travel time and transportation costs on the use of online motorcycle taxis is 0.000 < 0.05 (probability α), this means that simultaneously travel time and transportation costs have an influence on the use of online motorcycle taxis.

Table 8. Coefficient of Determination Test (R2)

Variable	R	R Square
Travel Time (X1) Transportation Cost (X2) Use of Online Motorcycle Taxis (Y)	0,840[a]	0,705

Source: Primary Data Processed Results, 2024

Based on the results of the coefficient of determination test, it is known that the r square value is 0.705, meaning that the ability of the model in this study, namely travel time and transportation costs, influences the use of online motorcycle taxis in the form of a percentage of 70.5%, while the remaining 29.5% of online motorcycle taxi use is influenced by factors. others not examined in this study.

The Influence of Travel Time on the Use of Online Ojeks in Palembang City

Based on the results of the partial test, it is known that the significance value is 0.003 < 0.05 (probability α), this means that travel time has a significant effect on the use of online motorcycle taxis in Palembang City. This means that travel time can be an important factor influencing a person's decision to use an online motorcycle taxi in Palembang City because Palembang City is a busy city and has high traffic jams. Therefore, people choose to use online motorcycle taxis to avoid traffic jams and speed up their travel time. To optimize the use of online motorcycle taxis in Palembang City, this can be done by improving the quality of online transportation services, such as speed, comfort and safety. Apart from that, this can also be done by providing first aid training to online motorcycle taxi drivers so they can provide better service to customers.

Travel time is related to transportation users because transportation users expect transportation system travel time not to exceed the average travel time or scheduled time with an acceptable level of additional time. Lack of timely service performance or uncertainty of arrival time will result in anxiety or stress for travelers. The reduction in travel time variability was found to be more important than travel distance. Long travel duration between locations will reduce accessibility and usability performance. However, if the time spent traveling between the two locations is small, the accessibility and usability are very good (Adji, 2013).

The researchers' findings are in line with Deccasari (2018) stating that the travel time factor has an influence on the interest of online motorcycle taxi users, in line with Maryam & Syarkawi (2022), and Wulandari & Prihatini (2018) stating that the travel time variable has a significant effect on user interest in choosing the mode. online transportation. Distance traveled can indirectly be a very influential factor for residents in choosing online motorcycle taxis as a mode of transportation. This is because the distance traveled can indirectly affect the travel time and costs incurred by online motorcycle taxi users. For example, if someone wants to go to a place that is not too far away, but has to go through a congested or winding road, then the distance can indirectly lengthen the travel time and increase the costs incurred. Therefore, online motorcycle taxi users tend to

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choose online motorcycle taxis as a more efficient and cost-effective mode of transportation in situations like this.

The Influence of Transportation Costs on the Use of Online Ojeks in Palembang City

Based on the results of the partial test, it is known that the significance value is 0.000 < 0.05 (probability α), this means that transportation costs have a significant effect on the use of online motorcycle taxis in Palembang City. This means that the partial test results show that there is a significant relationship between transportation costs and the use of online motorcycle taxis in Palembang City. With a significance value of 0.000 which is smaller than the probability α of 0.05, it can be concluded that differences in transportation costs do have a significant influence on the use of online motorcycle taxis in Palembang City. In this context, the partial test results show that the higher the transportation costs, the lower the use of online motorcycle taxis in Palembang City, and vice versa, the lower the transportation costs, the higher the use of online motorcycle taxis in Palembang City.

Partial test results show that transportation costs have a significant influence on the use of online motorcycle taxis in Palembang City. Therefore, to optimize the use of online motorcycle taxis in Palembang City, efforts need to be made to reduce transportation costs so that they are more affordable for the community. This can be done in various ways, such as offering special promotions or discounts during peak hours or on certain routes. Apart from that, it is also necessary to evaluate the rates imposed by online motorcycle taxi service providers, so that the rates set can be more in line with the economic conditions of the people in Palembang City. Thus, it is hoped that the use of online motorcycle taxis in Palembang City can increase and provide greater benefits for the community.

A number of factors such as weight, density and distance affect transportation costs, so transportation users are also affected. The main determinant of transportation costs is distance, which often influences transportation prices. Transportation costs increase as the distance traveled increases. Expenditures and transportation use are interconnected because transportation use creates costs. Car operation, gasoline, maintenance, parking, tolls, and other costs can all be included in transportation costs. The more expensive people use transportation, the greater the transportation costs. This may have an impact on how often people use transport, especially those with limited financial resources. In addition, high transportation costs can make an area less attractive for investors and business people, so it can have an impact on a region's ability to compete in the economy (Aziz, 2014).

The researchers' findings are in line with Prihatini & Hidayati (2019) stating that transportation cost factors have an influence on the interest of online motorcycle taxi users, in line with Yuniawati & Istichanah (2023), and Sianipar (2019) stating that transportation cost variables have a significant influence on user interest in choosing a mode. online transportation. This means that when consumers choose online transportation services, transportation costs play an important role. Customers can order transportation services using the application system on their smartphone while using certain application-based online transportation. The distance traveled determines the transportation cost, and users simply follow the car's location, time it takes to get there, driver's license, and other details.

The Influence of Travel Time and Transportation Costs on the Use of Online Motorbike Taxi in Palembang City

Based on the results of the simultaneous test, it is known that the significance is 0.000 < 0.05 (probability α), this means that simultaneously travel time and transportation costs influence the use of online motorcycle taxis in Palembang City, with a model capability of 70.5%, while the remaining is 29 .5% of online motorcycle taxi use in Palembang City is influenced by other factors not examined in this research.

This shows that the use of online motorcycle taxis in Palembang City is influenced by travel time and transportation costs. These elements have an impact on customer decisions regarding the choice of transportation mode. For pragmatic and effective reasons, Palembang City residents still

choose online transportation rather than public transportation. It is important to carry out further research on variables other than travel time and transportation costs that might influence the use of online motorcycle taxis in Palembang City so that their use can be maximized. With a model capability of 70.5%, it is possible to take into account other variables that may be significant to improve predictions of online motorcycle taxi use.

Actions that can be taken include conducting further research to find out these aspects, making appropriate marketing plans based on these conclusions, and improving the standards of online motorcycle taxi services to better meet customer demand. It is hoped that the city of Palembang can achieve more effective and efficient use of online motorcycle taxis by taking a comprehensive approach to the issues that determine their use.

Travel time and costs have a relationship with people's use of transportation because they affect transportation performance and accessibility. Long travel times can reduce transportation performance and make accessibility poor, while short travel times can improve transportation performance and make accessibility good. Costs also influence the use of transportation, because cheaper costs can make people prefer to use public transportation rather than private vehicles. Apart from that, the value of travel time also influences the use of transportation, because private car users have a higher value of time than motorbike and public transportation users (Rahardjo, 2015).

The researchers' findings are in line with Matulende, Lefrandt & Pandey (2022) who stated that travel time and transportation costs have an influence on the interest of online motorcycle taxi users, in line with Rendy & Hoetoro (2018) who stated that the variables of travel time and transportation costs have a significant effect on users' interest in choose the online mode of transportation. Online transportation is a transportation system that uses certain applications where customers order transportation services through the application system on their smartphone. With online transportation, passengers can easily order transportation services via the application installed on their smartphone. Order details such as distance, price, driver identity, etc. are available in the application. Transportation costs are determined based on the distance traveled, and the fare is determined by the application, so passengers do not need to negotiate with the driver.

CONCLUSION

Based on the partial test results, it can be concluded that travel time has a significant effect on the use of online motorcycle taxis in Palembang City, this is proven by a significance value of $0.003 < 0.05$ (probability α). Thus travel time can be an important factor influencing a person's decision to use an online motorcycle taxi in Palembang City, especially because the city is congested and has high traffic jams. Increasing the use of online motorcycle taxis in Palembang City can be done by improving the quality of online transportation services, such as speed, comfort, and safety. Apart from that, providing first aid training to online motorcycle taxi drivers can also help them provide better service to customers. Thus, these efforts can help increase the use of online motorcycle taxis in Palembang City. Based on the results of the partial test, it can be concluded that transportation costs have a significant influence on the use of online motorcycle taxis in Palembang City, this is proven by a significance value of $0.000 < 0.05$ (probability α). Thus, the higher the transportation costs, the lower the use of online motorcycle taxis, and conversely, the lower the transportation costs, the higher the use of online motorcycle taxis. Therefore, to optimize the use of online motorcycle taxis in Palembang City, efforts need to be made to reduce transportation costs so that they are more affordable for the community. This can be done in various ways, such as offering special promotions or discounts during peak hours or on certain routes. Apart from that, it is also necessary to evaluate the rates imposed by online motorcycle taxi service providers, so that the rates set can be more in line with the economic conditions of the people in Palembang City. Thus, it is hoped that the use of online motorcycle taxis in Palembang City can increase and provide greater benefits for the community. Travel time and transportation costs have a significant influence on the use of online motorcycle taxis in Palembang City, this is proven by a significance value of $0.000 < 0.05$ (probability α), with a model capability of 70.5%, while the remaining 29.5% usage Online motorcycle taxis in Palembang City are influenced by other factors not

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examined in this research. These factors influence consumer decisions in choosing a mode of transportation, with online transportation still being a priority for society because it is considered practical and efficient. Even though the model used has an ability of 70.5%, there is potential to improve predictions of online motorcycle taxi use by considering other variables that may play an important role. Recommended steps include conducting further research to identify other factors that influence the use of online motorcycle taxis, developing marketing strategies under these findings, and improving the quality of online motorcycle taxi services to meet user needs optimally. With a holistic approach to the factors that influence the use of online motorcycle taxis, it is hoped that more effective and efficient use can be achieved in Palembang City.

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