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Analysis of Islamic Faculty of Economics and Business Student Intensity in Using Online Transportation Services

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Abstrak

The purpose of this research is to explain the costs associated with online transportation, especially for students of the SMH Banten State Islamic University who live around Palima and its surroundings, and to show that online transportation is a viable alternative for these students. This study used a quantitative method using observation data collection methods, interviews, and document studies. Students of the Faculty of Economics and Islamic Business at SMH Banten State Islamic University use online transportation facilities near Palima and its surroundings and are used by FEBI students.
Kata Kunci: *Economics and Islamic Business, research costs associated ,online transportation*

A. Introduction

Technological advances are slowly changing various aspects of human life, not only with the products they offer, but also now functionally they have spread to the service sector. This progress certainly cannot be avoided anymore because it is indeed enough to bring a lot of positive influences in the field of the economy and the progress of the nation. Keeping up with the digital age, of course, can facilitate various types of activities with higher effectiveness and maximized function values.

Online transportation services actually create innovations that can be said to be effective if their use is appropriate (effective) with the needs and conditions that exist today. Based on the results of studies and analysis conducted, it is known that online transportation has many benefits for society in general, especially for students of SMH Banten State Islamic University. Apart from having a simple use process that can be completed using a smartphone, online transportation has the advantage of being flexible, making it easier for UIN Banten students to complete mobilization, especially in locations where conventional transportation is not yet available. This is consistent with Castells' observation that the majority of the networked population lives in a virtual reality world and is highly engaged with cutting-edge

communication technologies. Online transport is also in line with Castells' warning about the potential for new economies to harm aging populations in developing countries by focusing on the global and developing economy. Where productivity is focused on the best possible combination of factors used in product development based on knowledge and information.

B. Method

According to KBBI, Quantitative means based on the amount or quantity. Quantitative research is research that takes large amounts of data. Could be tens, hundreds, or maybe thousands.

According to V. Wiratna Sujarweni (2014: 39), quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other means of quantification (measurement).

C. Result and Discussion

This research uses a questionnaire system which is presented in the form of a Google Form which contains 30 questions, then the questionnaire is distributed via social media to collect responses from respondents. The data obtained from this questionnaire will be used as material for research.

N	x1	x2	x3	x4	x5
Filling	30	30	30	30	30
Not Filling	0	0	0	0	0

N = Respondents

Based on the answers obtained from the respondents, information about this research can be obtained and converted into a frequency table. In the table above, the results of a descriptive analysis are presented concerning the analysis of the intensity of Islamic Economics and Business Faculty students in using online transportation services.

This study describes the respondents' answers using the average value (mean) of reliability, and correlation to explain the results of the respondent's assessment of the research variable.

x1

Table 1.1

Respondent's answers to the questionnaire about using online transportation services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	13,3	13,3	13,3
	2	6	20,0	20,0	33,3
	3	9	30,0	30,0	63,3
	4	6	20,0	20,0	83,3
	5	5	16,7	16,7	100,0
	Total	30	100,0	100,0	

x2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	20,0	20,0	20,0
	2	3	10,0	10,0	30,0
	3	10	33,3	33,3	63,3
	4	6	20,0	20,0	83,3
	5	5	16,7	16,7	100,0
	Total	30	100,0	100,0	

x3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	16,7	16,7	16,7
	2	1	3,3	3,3	20,0
	3	12	40,0	40,0	60,0
	4	7	23,3	23,3	83,3
	5	5	16,7	16,7	100,0
	Total	30	100,0	100,0	

x4

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	1	7	23,3	23,3	23,3
	2	4	13,3	13,3	36,7
	3	15	50,0	50,0	86,7
	4	2	6,7	6,7	93,3
	5	2	6,7	6,7	100,0
	Total	30	100,0	100,0	

x5

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	1	6	20,0	20,0	20,0
	2	2	6,7	6,7	26,7
	3	9	30,0	30,0	56,7
	4	7	23,3	23,3	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

y1

Respondents' answers for the reasons why they use online transportation services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	20,0	20,0	20,0
	2	7	23,3	23,3	43,3
	3	7	23,3	23,3	66,7
	4	4	13,3	13,3	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	16,7	16,7	16,7
	2	5	16,7	16,7	33,3
	3	5	16,7	16,7	50,0
	4	9	30,0	30,0	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	16,7	16,7	16,7
	2	3	10,0	10,0	26,7
	3	6	20,0	20,0	46,7
	4	10	33,3	33,3	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

y4

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	1	3	10,0	10,0	10,0
	2	3	10,0	10,0	20,0
	3	9	30,0	30,0	50,0
	4	10	33,3	33,3	83,3
	5	5	16,7	16,7	100,0
	Total	30	100,0	100,0	

y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	10,0	10,0	10,0
	2	7	23,3	23,3	33,3
	3	8	26,7	26,7	60,0
	4	8	26,7	26,7	86,7
	5	4	13,3	13,3	100,0
	Total	30	100,0	100,0	

The reliability test results from the respondent's statement regarding how interested the respondent

is in using online transportation services

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded	0	,0
	Total	30	100,0

In the table above the number of respondents counted is as many as 30 people. Because all data is filled, the valid amount is 100%

Reliability Statistics

Cronbach's Alpha	N of Items
,854	5

The alpha value of all cron bash items is 0.854. Because the output results above are > 0.6, it can be concluded that all question items in the questionnaire are consistent or reliable.

Uji Reliability hasil dari port responden mengenai alasan responden dalam menggunakan jasa transportasi online

Case Processing Summary

Case	N	%
Valid	30	100,0
Excluded	0	,0
Total	30	100,0

In the table above the number of respondents counted is as many as 30 people. Because all data is filled in, the valid amount is 100%

Reliability Statistics

Cronbach's Alpha	N of Items
,802	5

The alpha value of all cron bash items is 0.802. Because the output results above are > 0.6, it can be concluded that all question items in the questionnaire are consistent or reliable.

Correlation

The correlation test results from the respondent's statement regarding how interested the respondent is in using online transportation services.

x

Correlations

		X1	x2	x3	x4	x5	Total_x
x1	Pearson Correlation	1	,515**	,393*	,327	,572**	,712**
	Sig. (2-tailed)		,004	,032	,078	,001	,000
	N	30	30	30	30	30	30
x2	Pearson Correlation	,515**	1	,599**	,437*	,840**	,867**
	Sig. (2-tailed)	,004		,000	,016	,000	,000
	N	30	30	30	30	30	30
x3	Pearson Correlation	,393*	,599**	1	,417*	,605**	,761**
	Sig. (2-tailed)	,032	,000		,022	,000	,000
	N	30	30	30	30	30	30
x4	Pearson Correlation	,327	,437*	,417*	1	,613**	,689**
	Sig. (2-tailed)	,078	,016	,022		,000	,000
	N	30	30	30	30	30	30
x5	Pearson Correlation	,572**	,840**	,605**	,613**	1	,923**
	Sig. (2-tailed)	,001	,000	,000	,000		,000

	N	30	30	30	30	30	30
Total_x	Pearson Correlation	,712**	,867**	,761**	,689**	,923**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

From the Pearson correlation value for total x, there is a strong relationship between each other.

Correlations

Correlation test results from the respondent's port regarding the respondent's reasons for using online transportation services

		y 1	y 2	y 3	y 4	y 5	Total_y
y1	Pearson Correlation	1	,149	,317	,328	,206	,548**
	Sig. (2-tailed)		,432	,088	,077	,275	,002
	N	30	30	30	30	30	30
y2	Pearson Correlation	,149	1	,598**	,452*	,658**	,762**
	Sig. (2-tailed)	,432		,000	,012	,000	,000
	N	30	30	30	30	30	30
y3	Pearson Correlation	,317	,598**	1	,609**	,625**	,838**
	Sig. (2-tailed)	,088	,000		,000	,000	,000
	N	30	30	30	30	30	30
y4	Pearson Correlation	,328	,452*	,609**	1	,667**	,796**
	Sig. (2-tailed)	,077	,012	,000		,000	,000
	N	30	30	30	30	30	30
y5	Pearson Correlation	,206	,658**	,625**	,667**	1	,825**
	Sig. (2-tailed)	,275	,000	,000	,000		,000
	N	30	30	30	30	30	30
Total_y	Pearson Correlation	,548**	,762**	,838**	,796**	,825**	1

Sig. (2-tailed)	,002	,000	,000	,000	,000	
N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

From the Pearson correlation value for total y, there is a strong relationship between each other.

D. Conclusion

An anthropological socio-cultural phenomenon. Online motorbike taxis are a form of transportation service based on an online-based application that uses a smartphone as a connecting intermediary

Betwedriver drivers with their users. The existence of this transportation is manifested by being protected by a clear company, which is manifested in the appearance of cleanliness and safety in driving, in which Go-Jek provides helmets and even masks for its users. In this case, the transportation company Go-Jek presents a variety of services that are basically easy for users to use.

The anthropological theoretical views resulting from this research begin with the reality of services that can and have been enjoyed by students of UIN Sultan Maulana Hasanuddin Banten. UIN Sultan Sultan Maulana Hasanuddin students in this case have used online motorcycle taxis as an online motorbike taxi transportation service, wherever students travel, especially from their residence to campus. Students also take advantage of other service features for the benefit of students of UIN Sultan Maulana Hasanuddin Banten.

The survey data that the authors found, namely students are interested in using online motorcycle taxis because they think online motorcycle taxis have cheaper rates than conventional motorcycle taxis, can take students to their destination, there is security, easy and practical. In this case, the transportation price is transparent because it is displayed openly and directly on the cell phone when students order. Thus it is easy to know how much the cost is in accordance with the financial capabilities of the students.

Anthropologically, it appears that students are attached to online motorcycle taxi services, which has directly benefited them, thus according to the author there is a practical functional attachment based on knowledge of the beneficial values between online motorcycle taxi drivers and students as users.

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