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Impact of Protect-Plus Marketing Program and Customer Health Awareness on purchase intentions for ride-hailing Customers in Indonesia

Valeria Putri Ardanny[1], Maria Antonieta F Pereira Moniz[2], Jyotiska Aditya Tjokro[3], Jeevan Ashok Punjabi[4], Eddy Yansen[5*]
[1,2,3,4]*Indonesia International Institute for Life-Sciences*
[5]*Winslow Taylor Research Institute*
*Coressponding author email: eddy.yansen@wtadvisory.co.uk**

Abstract

Covid-19 has impacted businesses on a global scale and ride hailing business in Indonesia is not an exception to the phenomenon, since the Covid-19 had started a lot of government restrictions has been in place in order to combat the spread of Covid-19 in Indonesia. As the restrictions might help to slow the spread of the virus it has also managed to slow the business for ride hailing businesses, such as Gojek in Indonesia as well, due to this phenomenon there has been a lot of push for innovation in Gojek that leads to the creation of Protect+ and other marketing strategy that appeals to Health Awareness. Hence this research is done to find the actual effect of this Protect Plus to the Purchase Intention, specifically to find out whether Protect Plus has a direct or indirect effect to Purchase Intention through Customer Health Awareness and Customer Satisfaction; by conducting a quantitative research through distributing questionnaires to 18-49 age range of Gojek users in Semarang and Jakarta, and through the analysis of the data collected with SmartPLS using a variety of different research measurement methods such as Fornell-Larcker, Cronbach Alpha, P-Value just to name a few; this research concluded that Protect Plus does not have a direct effect on the Purchase Intention but rather an indirect effect to Purchase Intention through Customer Health Awareness and Customer Satisfaction.

Keywords
covid-19; protect plus; purchase intention; customer health awareness; customer satisfaction

I. Introduction

Advances in transportation technology in Indonesia have changed people's lifestyles. Rapid development can have both positive and negative impacts. The positive impact obtained is to prioritize effectiveness and efficiency in daily activities (Ngafifi, 2014). Gojek, is one of the first applications that is present in Indonesia and provides convenience in transportation. In 2011, Gojek was founded by Nadiem and continues to grow rapidly. Based on the results of previous studies, it proves that 85% of Indonesian people use Gojek in 2018 (Adawia et al., 2020). However, in 2020, Gojek experienced a severe decline in partners due to the entry of Covid-19 in Indonesia (Taufik & Ayuningtyas, 2020)

It is common knowledge that Covid-19 has impacted a lot of businesses and ride hailing business such as Gojek is not an exception. This is seen by the apparent drop of 62-85% in the Gojek partners transaction and this can only be explained by the *Pembatasan Sosial Berskala Besar (PSBB)* that has been in place and in result has made Gojek and other ride hailing businesses to deal with improbable transactions and limited operational hours (Taufik & Ayuningtyas, 2020). The negative impact resulted in not only ride hailing

businesses pushing for innovations but also to let go workers as seen by both Grab and Gojek letting go of 790 workers in total due to adjusting to the new normal (Jatmiko, 2020) which further proves that it is not just a problem faced by Gojek alone. Last but not least the innovation that has been pushed by Gojek resulted in several different health platforms such as Halo Doc and Protect Plus (UN ESCAP, 2021).

The decline experienced by Gojek resulted in a new innovation, namely Gojek Protect+ (Protect Plus). This program is an adjustment between the Gojek company and the Covid-19 pandemic, with the aim of providing, improving, and paying attention to safety, comfort, and security standards for riders and Gojek users (UN ESCAP, 2021). Based on the press conference, Protect+ ensures that all riders have been 100% vaccinated and carry out regular body temperature checks. In addition, every vehicle, whether Go-Ride or Go-Car, is equipped with protective bulkheads and air purifiers to protect the air and avoid contact between the driver and passengers (Yati, 2021).

Many studies have studied customer satisfaction and behavior of Gojek customers through various services provided by Gojek such as Goride and gocar, but there isn't any research regarding customer satisfaction of protect plus, which was created during the pandemic to encourage customers to use online transportation without risking contamination, by providing a safer environment for both the customer and the driver. In this paper numerous data from surveys are collected to analyze consumer behavior to see the effectiveness of the protect plus program.

All changes and adjustments are made by Gojek in order to make people believe and feel safe with the presence of Protect Plus in the midst of a pandemic. However, it is up to them to decide whether to utilize the normal service or Protect Plus, which provides additional security and safety. Hence this research is conducted to see if the marketing strategy that appeals for Health Awareness by Gojek named Protect Plus actually has an effect on the Purchase Intention of these customers.

II. Review of Literature

2.1 Protect Plus Effect on Purchase Intention

A research that was based on the decision making process of humans that focuses on the riskless choice theory that claims that the decision maker which is called economic man has three different properties to them: completely informed, infinitely sensitive and rational (Edwards, 1961). As in the context of this research the completely informed is how well the consumers are aware of the options that they have as regard to whether or not use protect plus by Gojek or use other ride hailing businesses, the consumers are also infinitely sensitive as to how different the options are which in this case is apparent on the difference between protect plus and other ride hailing services and also how different the outcomes are between the options in connection to their health awareness.

It is also mentioned in the research that a rational man is to be able to “maximize utility in their options” (Edwards, 1961), which in this case the decision that has been made to use protect plus is to maximize the health protection for oneself with the support of information gathered about pandemic from the media and also the differentiable factor between the two choice; which in this case is to use protect plus as health protection or not. The decision making theory has explained how humans make decisions but this theory has not been tested on how marketing strategy by Gojek has impacted on how the consumers decide to use Gojek with protect plus as a coping mechanism to the pandemic and how the protect plus has actually add the information,increase sensitivity and more rational into the minds of the consumers to make the decision. The degree to which a customer feels

certain about making a purchase is measured by purchase intention. The belief that PI is the most significant predictor of actual behavior increases the likelihood of accurately predicting overt purchase behavior. After completing research to identify which product matches their needs and preferences, in this case health protection preference, consumers will decide to acquire the product.(Moslehpour et al., 2021).

2.2 Protect Plus Effect on Consumers Health Awareness

Human's decision making skills are also determined by their feelings that is called " The Affect Heuristic", the effect heuristic in this case is the subtle feeling that humans experienced unconsciously when presented with options to assess the risks and benefits of each respected option, in this case the options are to use the protect plus or not. This article also argues that throughout the result of the study it is found that it implies that when humans make decisions it is their feeling that plays a big part in decision making with the assumptions from the prior knowledge or information that they had been exposed to (Slovic et al., 2002). In the research it also talks about how the perceived risks and benefit are affected by the information regarding the situation hence if the information implies that benefit are high hence the perceived risk is considered low, hence in this case if the information regarding the benefit is high; for example that protect plus' benefit is high hence the perceived risk is lower which leads to a decision making in favor of protect plus.

Another research has also mentioned that the consumers health awareness has been affected significantly by the perceived risks during Covid-19, this also includes the preventive measures for disease spreading; that consumers or governments have helped taking that has either direct or indirect effect on their health awareness (Abdel Fattah et al., 2021), even though these researchers have talked about how the consumer makes decisions taking into account of the perceived benefits and risks that consumer processes before making a decision but in the context of the protect plus effect on consumer health awareness it is still not apparent as to how much of the perceived benefit effect has on the consumer health awareness.

2.3 Consumer's Health Awareness Effect On Purchase Intention

In the case of how consumer health awareness will affect the purchase intention of the buyers could be seen with Maslow's Hierarchy of Needs, the theory talks about how people are motivated to achieve certain needs and that some needs takes precedence over others (Afify, 2022), in this context the need that these customers are trying to satisfy is the safety need, the need to stay safe and not get infected by COVID-19 hence the driver's health awareness plays apart along with the protect plus.

According to another research of "The Affect Heuristic" it has also been proven that consumers tend to make decisions based on the perceived benefits and risks that are risen through the information gathered (Slovic et al., 1977); in the context of this research even though the themes of fulfilling the needs of consumers and increase the perceived benefits are similar in how the protect plus marketing adds but it is still not yet proven clearly. Therefore as for whether or not the protect plus really makes the customer thinks that their safety need has been fulfilled is still not yet clear, as even though consumers do make decisions based on their needs that leads to purchasing something but protect plus as a marketing strategy has not yet proven to fulfill the requirements of consumers safety needs that leads to purchase.

2.4 Protect plus Effect On Customer Satisfaction

Customer Satisfaction research's main purpose is to predict what will affect customer satisfaction—that is, to discover the most significant customer advantages. The primary goal of customer satisfaction is to increase profitability by growing the business (via techniques such as gaining market share, earning customer loyalty, improving a product's reputation, selling more to present markets, raising margins, and so on). The act of purchasing and using products and services is also considered a decision-making act (Blackwell et al., 2018). If management understands how the components of a product or service affect customers' satisfaction today, the challenge of planning may be limited almost entirely to adapting current products and services to match the current "customer satisfaction forecast," regardless of the approach used to increase profitability.

Failures are easily quantifiable. The goal of these strategies was to improve the quality of the products produced in order to increase customer satisfaction. The need of measuring customer satisfaction with the product was not emphasized, hence it was not done. As a result, accepted criteria and methods for quantifying customer satisfaction have been difficult to come by (Vukmir, 2006). Expectations and other pre-experience criteria, product-service performance, and factors impacting the actual perception of the service (i.e., how an individual views the experience of receiving or using the service) are all elements that influence customer satisfaction (Vukmir, 2006)

2.5 Customer Satisfaction Effect on Purchase Intention

The success of an application or a new feature of an application is usually measured by using customer satisfaction and purchase intention. Both measurements were based on the decision-making and the customer behavior. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). The customer's behavior in marketing is a psychological, social, and physical activity when the customer purchases, buys or uses the products and services (Solomon, 2006). The behavior of buying, and using the goods and services is also counted as the act of decision making (Blackwell et al., 2018). Customers make their own decisions based on their behavior, the purpose is to meet their needs or maximize their needs (Edwards, 1961).

The previous study mentions that the E-Satisfaction, or Customer satisfaction involving the media electronic, has a significant impact on convenience and delivery. The e-satisfaction or customer satisfaction is the main driver of customers becoming more loyal to specific applications or web stores because it will lead to repeat purchases (Janfry et al., 2014). Another study of Gojek customers found that the expectation of customers can be seen in how Gojek provided its services to the customer. If the services that are provided match with the customer, the customer will feel satisfied which leads to the repurchasing of the same goods/services until they become loyal (Chandra & Wirapraja, 2020).

2.6 Protect Plus Program towards purchase intention with mediation effect Driver Health Awareness

The aim for this study is to determine how the protect plus program affects the drivers health, which can also affect their purchase intention. The success of a new idea is measured based on its customers, on how satisfied they are and how likely that they would use this idea compared to other brands. Based on a research paper by (Gaur et al., 2015) The results indicate that the level of environmental consciousness, individual values, post-use perceptions, nature of purchase and socio-cultural norms are the major drivers of

consumer purchase intentions. Subcategories of these five drivers are personal and contextual factors. Personal factors include personal attitudes and beliefs, individual personality. Contextual factors are societal norms, price, promotion/advertisement, service quality and brand image.

Based on the previous study, personal factors have a big impact on purchase intention on Protect Plus, during this covid people spend a lot of money to maintain their health and if a brand gives them a safer choice they would more likely use this option other than other less safer option during the pandemic.

2.7 Protect Plus Program towards purchase intention with mediation effect of Customer Satisfaction

The success of an application or a new feature in the application can be seen through the quality of service provided to customers. In addition, as before, the theory of decision making and customer behavior is also a measuring tool for customer satisfaction that will lead to purchase intention. Therefore, in this research, the grand theory used is the customer behavior in organization of the protect plus, decision-making theory (Edwards, 1961), and customer behavior (Blackwell et al., 2018)

From the previous study, customer loyalty is measured by the customer behavior towards the organization (Zeithaml et al., 1996). There is also a positive relation between customer loyalty to customer satisfaction, where the customer will become loyal to a certain brand because they are satisfied with the brand (Widjaja et al., 2019). Another study provides that the purchasing decision has a direct effect on the customer decision and has a strong effect relation (Rizqi & Syafarudin, 2021). Besides brand loyalty, a positive effect is also shown between the brand trust to the purchase intention. The more belief customers towards the brand it will lead to the increase in purchase intention (Wijaya & Annisa, 2020). Brand awareness of gojek Protect Plus also affects the loyalty of customers. The previous study mentioned that a customer will become loyal when they are aware of a certain brand (Wahid & Puspita, 2017).

There are several studies about Gojek feature services, for example, the Go-Car, Go-Jek, and GoFood. Based on the studies, it found that the service quality of Gojek's online motorcycle and taxi services has a positive and strong effect on customer satisfaction (Rizqi & Syafarudin, 2021). On another side, for the GoFood study case, the influence of the ease of application usability, and the service provided by GoFood to the customer will increase the customer's purchase intention. There is also a result of a previous study that mentioned that Customer satisfaction is mostly determined by the level of service provided. Satisfied customers are more likely to repeat transactions, whereas dissatisfied customers are more likely to abandon applications or switch to competitors (Chandra & Wirapraja, 2020).

Therefore, this study propose the following hypothesis are :

H^1. Protect Plus (PP) will have a positive effect on Purchase Intention (PI)
H^2. Protect Plus (PP) will have a positive effect on Consumer Health Awareness (CHA)
H^3. Consumer Health Awareness (CHA) will have a positive effect on Purchase Intention (PI)
H^4. Protect Plus (PP) will have a positive effect on Customer Satisfaction (CS)
H^5. Customer Satisfaction (CS) will have a positive effect to Purchase Intention (PI)
H^6. Protect Plus (PP) will have a positive effect on Purchase Intention mediated by Customer Health Awareness (CHA)
H^7. Protect Plus (PP) Program will have a positive effect on purchase intention mediated by Customer Satisfaction (CS)

The research model of this study is shown in Figure 1.

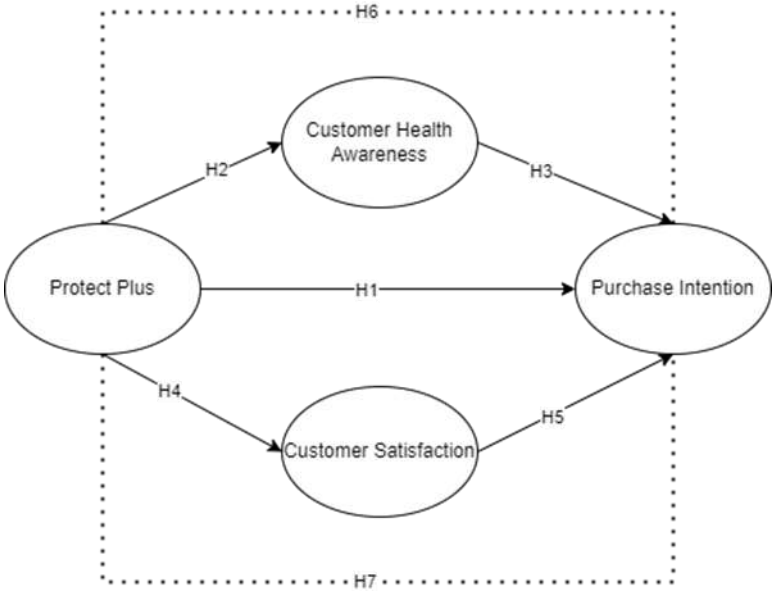

Figure 1. *Conceptual Framework*

III. Research Method

3.1 Population and Sample

The target population of this research is Gojek protect plus users since it has been launched after the pandemic (Shalilah,2021). The questionnaire will contain questions that will be taken from different journals that have measured the same constructs; the questionnaire will be distributed to a minimum of 70 respondents in regards to the 10 times rules (Hair,et al,2013) that has mentioned the importance of collecting data 10 times larger than the structural path directed at constructs. In order to get a wider spread of the sample the questionnaire will be distributed to respondents in Jakarta and Semarang, furthermore in order to maximize the response or data collected the questionnaire will be divided into categories based on the constructs that have been shown in the research model above.

The study used a qualitative approach, therefore the information gathered through questionnaires focuses on Gojek users aged 18 to 49. As the primary variable, Protect Plus was used to assess other related constructs such as consumer health awareness, customer satisfaction, and purchase intention. As a result, the questionnaires are separated into four categories based on the construct mentioned previously, with a total of 17 questions. For questions that have previously been used in the literature, we employed a five-point Likert scale with values ranging from 1 to 5, with 1 indicating "strongly disagree" and 5 indicating "strongly agree" to assess all of the constructs. All of the items were adjusted to make them more in line with their Protect Plus experience.

3.2 Measurement Model

In this research, Smart PLS will be used as the main software in calculating reliability, validity, and research results. This research model will use statistical calculations to obtain more effective discussion results. Calculations using statistics and SmartPLS have also been recognized as the standard in the implementation (Hair, 2017). In this calculation, outside loading will be used to see the reflection of relationships of the measurement models. In its implementation, the standard value of outside loading is 0.7

and above (excellent), 0.5 (acceptable), or below 0.5 (need to be avoided and removed) (Henseler & Fassott, 2009). The result of the outer loading is all green which signifies a strong correlation between the construct and the variable.

Calculation of composite reliability is needed to calculate the internal consistency in the scale (Hair, 2017). Composite reliability is declared acceptable if it is between 0.6 to 0.70 and above but cannot be at 0.95. The result Composite reliability is all above 0.70 and below 0.95, which indicates that all the items are constant and measure the same construct.

Aside from that Cronbach's Alpha is also used to focus on the hidden or unobservable variance of the data, the internal consistency in Cronbach's Alpha consists of five categories $a > 0.9$ as excellent, $0.7 < a < 0.9$ as good, $0.6 < a < 0.7$ as Acceptable and so on. Hence because all of the values have passed the 0.7 - 0.9 then the values are good enough to proceed as it means that the internal consistency in the hidden variables are well spread enough amongst the data.

In addition, the calculation of the AVE or the average variance obtained as a convergent validity test and the value that must be obtained is 0.7, if the value is below 0.7 then the item does not measure the same construct variable. The result of the AVE or the average variance obtained is all above 0.7 which indicates that they all measure the same construct.

Discriminant validity is used to measure the correlation between one variable and the item itself. Discriminant validity uses Fornell-Lacker in its calculations.The Fornell-Lacker is that every latent variable's square root should be greater than the other correlation values among the latent variables. As for the Protect Plus the number itself with the other elements is lower compared to the others which indicates that Protect plus is measuring other variables. Customer health awareness numbers are quite high which indicates that the variable is not measuring other variables. Customer satisfaction has the highest number compared to others which indicates that customer satisfaction isn't measuring other variables. Purchase intention items to the construct is higher than that of the other items.

Table 1. Validity and Reliability

Construct	Items	Outer Loading	CR	AVE	Cronbach's Alpha
Protect Plus	PP04	0.839	0.881	0.712	0.796
	PP05	0.908			
	PP06	0.781			
Customer Health Awareness	CHA01	0.875	0.906	0.764	0.845
	CHA03	0.846			
	CHA05	0.899			
Customer Satisfaction	CS01	0.844	0.934	0.701	0.915
	CS02	0.862			

	CS03	0.837			
	CS05	0.846			
	CS07	0.837			
	CS10	0.799			
Purchase Intention	PI01	0.880	0.937	0.748	0.916
	PI02	0.905			
	PI03	0.819			
	PI04	0.879			
	PI05	0.840			

Table 2. The Fornell-Larcker Criterion

	Customer Health Awareness	Customer Satisfaction	Protect Plus	Purchase Intention
Customer health Awareness	0.874			
Customer Satisfaction	0.733	0.838		
Protect Plus	0.755	0.694	0.844	
Purchase Intention	0.804	0.766	0.665	0.865

IV. Results and Discussion

Coefficient of determination (R^2) indicates how much of the dependent variable could be explained by the independent variable, hence the bigger the number is the bigger the predictive power of the structural model is. The particular threshold that is used in R^2 are 0.75, 0.50 and 0.25, these are the threshold that is used to interpret the data; for example if the data is 0.75 and above then the endogenous construct is considered strong same in how 0.50 and 0.25 will be considered moderate and weak respectively. In the case of this research the R^2 value that has been given to the constructs of Customer Health Awareness (CHA), Customer Satisfaction (CS) and Purchase Intention (PI) as the dependent variables to Protect Plus (PP) are 0.571, 0.482 and 0.714 respectively (Table 6). In this case it means that the predictive power protect plus has a moderate measure on the CHA constructs as it has passed the moderate threshold of 0.50 value,whereas CS has the lowest predictive power by Protect Plus as shown in Table 6 as the value is only able to pass the weak threshold of 0.25 but not moderate threshold of 0.50; but on the other hand the construct with the highest R^2 value is PI construct as shown in Table 6 it is apparent

that PI has passed the strong value threshold of 0.70 which means that this PI construct is influenced a lot by PP, as 0.714 value of the PI phenomenon could be explained by the or predicted by PP variable. As for the cross validated redundancy (Q^2) that is used to measure the effect of the constructs in this regard, the threshold that is used by this method are $Q^2 > 0$ means that the construct has an accurate predictive relevance and if it is $Q^2 < 0$ then is model has lower predictive relevance; in other words if it higher than 0 then the effect of the prediction if considered significant but if it is lower than 0 then the effect is considered insignificant (Hair et al., 2017). Hence the Q^2 values that have been shown in Table 6 have all passed the threshold with 0.428, 0.332 and 0.513 for CHA, CS and PI respectively.

Table 3. Coefficient of Determination (R^2) and Predictive Relevance (Q^2) of the constructs

	R-Squared	**Q-squared**
Customer Health Awareness	0.571	0.428
Customer Satisfaction	0.482	0.332
Purchase Intention	0.714	0.513

The significance and the path coefficients level of all constructs show in table 6. For the Standard Path Coefficient is to determine how big the effect size from each of the hypotheses. The path coefficient can be calculated by using SmartPLS' bootstrapping. From the result it shows that H2, H3, H4, H5 have a great effect on each other because all of the values are high. Meanwhile for H1 (Protect Plus positive effect on purchase intention), there is no significant effect (path coefficient=0.010). Meanwhile for the hypothesis that has highest effect is H2 (Protect plus has positive effect on customer health awareness) (path coefficient=0.755), H3 (Consumer Health Awareness positive effect on Purchase Intention) (path coefficient=0.518), H4 (Protect plus will have a positive effect on customer satisfaction) (path coefficient=0.694), and H5 (Customer satisfaction has positive effect to purchase intention) (path coefficient=0.380). H5 has lower value but still can be accepted.

For the t-values also check how significant the effect of each hypothesis is by using statistics measurement. the T-Value is considered a significant value if it passed 2.6. From the result, H2, H3, H4, and H5 have significant effects. H2 (Protect plus has positive effect on customer health awareness) (t-value=12.978), H3 (Consumer Health Awareness positive effect on Purchase Intention) (t-value=3.875), H4 (Protect plus will have a positive effect on customer satisfaction) (t-value=13.516), and H5 (Customer satisfaction has positive effect to purchase intention) (t-value=3.354). Meanwhile for H1, it has no significant effect because the t-value is lower than 2.6 (t-value=0.072).

P-Value shows the probability where it measures each construct differently. P-value is considered significant correlation when it is lower than 0.05, if it is higher it means the construct does not have significant correlation at all. From the results, it shows that H2 (p-value=0.000), H3 (p-value=0.000), H4 (p-value=0.000), and H5 (p-value=0.001) have significant correlation between the construct because it lower than 0.05. For the H1, there is no significant correlation at all between the constructs (p-value=0.943).

Table 4. Hypothesis testing result

Hypotheses	Std. Path Coefficient	t-values	p-values	Result
H[1]. Protect Plus has positive effect on Purchase Intention	0.010	0.072	0.943	Not Supported
H[2]. Protect Plus positive effect on Consumer Health Awareness	0.755	12.978	0.000	**Supported**
H[3]. Consumer Health Awareness positive effect on Purchase Intention	0.518	3.875	0.000	**Supported**
H[4]. Protect plus will have a positive effect on customer satisfaction	0.694	13.516	0.000	**Supported**
H[5]. Customer satisfaction has positive effect to purchase intention	0.380	3.354	0.001	**Supported**

Table 5. Specific Indirect Effect

Hypotheses	Std. Path Coefficient	t-values	p-values	Result
H[6]: PP → CHA → PI	0.391	4.022	0.000	**Supported**
H[7]: PP → CS → PI	0.264	3.237	0.001	**Supported**

The P-value reveals how much the construct's probability differs from one another, whereas the T value ranks which value has the highest correlation. Protect Plus, as a dependent variable, has a direct impact on the independent variables of customer happiness, health awareness, and purchase intent. The number for the t-value must be greater than 2.6; else, the variable has no meaningful correlation. (Table 7) shows that the t-value of Protect Plus to consumer health awareness to purchase intention reveals that this association has indirect effect (H6=4.022), as well as Protect Plus effects on customer satisfaction toward purchase intention (H7=3.237). As a result, the relationship between PP and CHA, CS, and PI has been established as a complementary mediation effect (Zhao et al, 2010).

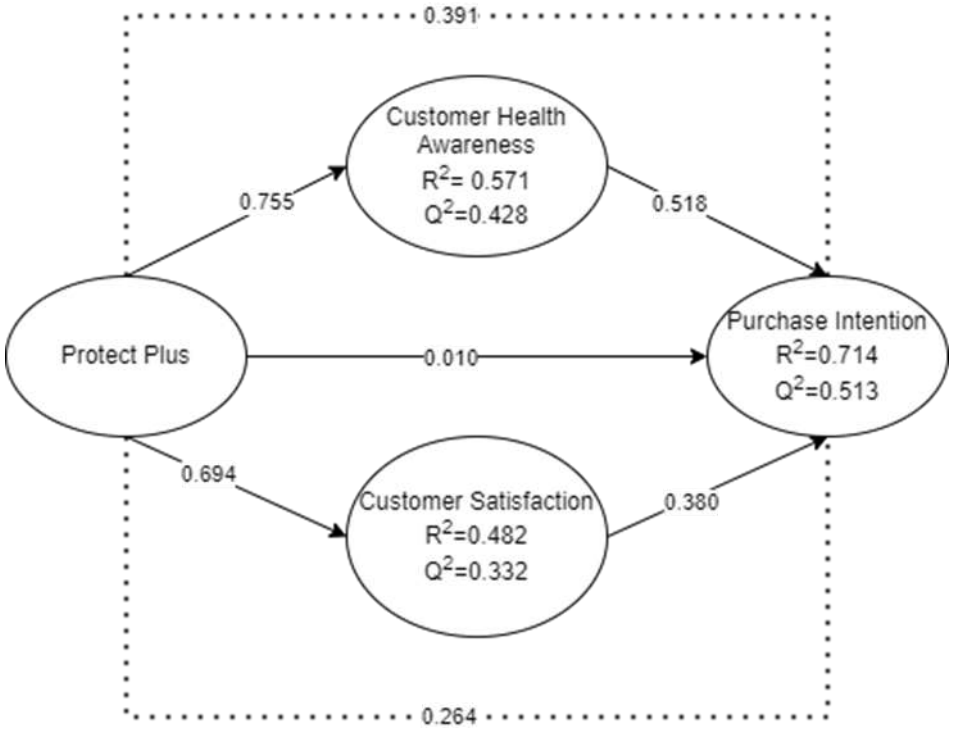

Figure 2. *Analysis Result*

V. Conclusion

a. Research Contribution

Through this research the management contribution that this research has been able to fulfill is to show how the marketing strategy by Gojek regarding Health Awareness named Protect Plus (PP) has had an impact on the Purchase Intentions (PI) of the consumers either directly or indirectly through Customers Health Awareness (CHA) and Customer Satisfaction (CS). As apparent by the result of path value of 0.943 for the first hypothesis of protect plus positive effect on purchase intention, it is easy to state that protect plus does not have any effect on purchase intention of the customers but upon further look into the P-Values table, it has shown that both customer satisfaction and customer health awareness have a significant correlation to the changes in purchase intention (Table 6), by this fact and with the support of the Specific Indirect Effect on Table 7 it can be concluded that Protect Plus does have an indirect effect on Purchase Intention of customers through the positive effect on both Customer Health Awareness and Customer Satisfaction.

b. Research Limitation and Future Research

In this research, the authors find out several limitations. The first one is about the respondent. In this research the respondent did not have enough respondents to get deeper results. The respondents obtained are also quite broad from the age range. So, this research does not focus on protect plus users specifically, but focuses more on protect plus users in general. This research limitation affects the number of samples. The other limitation is about the hypothesis where the results show that H1 has low significance between the protect plus and the purchase intention. From this research, further research can be done by using different methodologies by using qualitative. In addition, it can also use the specific age of respondents.

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