

**ANALYSIS THE IMPACT OF eTRUST, PERCEIVED EASE OF
USE, PERCEIVED USEFULNESS, ATTITUDE TOWARD USE, AND
INTENTION TO USE GO-JEK MOBILE APPLICATION IN
SURABAYA**



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**INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2017**

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SURABAYA

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To Fufill The Requirements
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2017

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ANALYSIS THE IMPACT OF eTRUST, PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, ATTITUDE TOWARD USE, AND INTENTION TO USE GOJEK MOBILE APPLICATION IN SURABAYA

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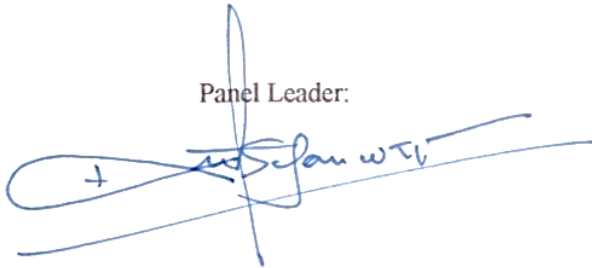
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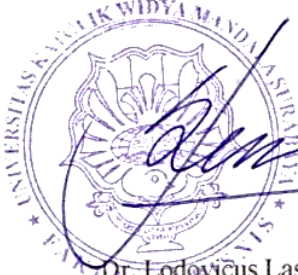
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***Analysis the Impact of Perceived Ease of Use, Perceived Usefulness,
Attitude Toward Use, and Intention to Use Go-Jek Mobile Application in
Surabaya***

ABSTRACT

An internet-based transport Go-Jek has become popular because of using an advance technology causing the low cost of price than the taxicab and local motorcycle taxi, easy access, driver experience, and customer experience. However, little research has investigated the factors affecting customer's intention to use Go-Jek. Hence, researchers want to determine whether such advance technology produces intention to use Go-Jek mobile application in Surabaya. In this paper, researcher take the Technology Acceptance Model as a foundation and extend the variable (electronic trust) as well as the perceived ease of use, perceived usefulness, attitude toward use, and intention to use as the model and propose a number of hypotheses. A total of 150 respondents who knows about Go-Jek participated in this research. SEM (Structural Equation Model) - PLS (Partial Least Square) was employed in order to assess the significance and strength of the hypothesized causal relationships between eTrust, perceived ease of use, perceived usefulness, attitude toward use, and intention to use. The research results show that all the hypotheses are supported, which indicates that the extended variables can effectively predict whether users will adopt the eTrust. The results also provide general support for an extended TAM, and also confirmed its robustness in predicting customers' intention to use Go-Jek. Valuable information was found from this research regarding the management of Go-Jek in the formulation of internet based transport's internet marketing strategies. Finally, researcher discussed the implications of the findings for the future development of Go-Jek Surabaya.

Keyword: eTrust, Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, Intention to Use, Go-Jek

Dampak *Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, dan Intention to Use* terhadap aplikasi Go-Jek di Surabaya

ABSTRACT

Sebuah transportasi berbasis internet Go-Jek saat ini menjadi populer karena menggunakan teknologi maju yang berdampak pada biaya yang rendah dari harga taksi dan ojek lokal, akses yang mudah, pengalaman berkendara, dan pengalaman pelanggan. Namun, masih belum banyak penelitian yang meneliti tentang faktor-faktor yang mempengaruhi niat pelanggan untuk menggunakan Go-Jek. Oleh karena itu, peneliti ingin mengetahui apakah teknologi maju dapat berdampak pada niat untuk menggunakan aplikasi Go-Jek di Surabaya. Dalam makalah ini, peneliti mengambil *Technology Acceptance Model* sebagai landasan dan memperluas variabel *electronic trust* serta *perceived ease of use, perceived usefulness, attitude toward use, dan intention to use* sebagai model dan mengajukan sejumlah hipotesis. Sebanyak 150 responden yang mengetahui tentang Go-Jek ikut serta dalam penelitian ini. Penelitian ini menggunakan SEM (Structural Equation Model) - PLS (Partial Least Square) yang digunakan untuk menilai signifikansi dan kekuatan hubungan kausal yang dihipotesakan antara *eTrust, perceived ease of use, perceived usefulness, attitude toward use, dan intention to use*. Hasil penelitian menunjukkan bahwa semua hipotesis didukung, yang mengindikasikan bahwa variabel yang diperluas dapat secara efektif memprediksi apakah pengguna akan mengadopsi *eTrust*. Hasilnya juga memberikan dukungan umum untuk TAM yang diperluas, dan juga memastikan ketahanannya dalam memprediksi niat pelanggan untuk menggunakan Go-Jek. Informasi berharga ditemukan dari penelitian ini mengenai pengelolaan Go-Jek dalam perumusan strategi pemasaran transportasi berbasis internet. Akhirnya, peneliti membahas implikasi temuan untuk pengembangan Go-Jek Surabaya di masa depan.

Kata kunci: *eTrust, Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, Intention to Use, Go-Jek*