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

BY:

VENSCA VERONICA TANUS
3303013024

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

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

UNDERGRADUATE THESIS
Adressed to
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY OF SURABAYA
To Fufill The Requirements
For The Economic Bachelor Degree
International Business Management Program

BY:

VENSCA VERONICA TANUS
3303013024

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

AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name	: Vensca Veronica Tanus
NRP	: 3303013024
Titlle	: Analysis the Impact of eTrust, Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, and Intention to Use Go-Jek Mobile Application in Surabaya

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/shown in the internet or other medias (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

Thereby the authenticity statement and the publication approval that I made sincerely.

Surabaya, July 10th 2017

Stated by,

(Vensca Veronica Tanus)

APPROVAL PAGE

UNDERGRADUATE THESIS

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

BY:
VENSCA VERONICA TANUS
3303013024

Approved and Accepted
to be Submitted to the Panel Team

Advisor I,	Advisor II,
Dra. Ec. Lydia Ari Widyarini M.M.	Robertus Sigit H. L., SE. M.Sc.
Date: 10th July, 2017	Date: 10th July, 2017

RATIFICATION PAGE

Undergraduate thesis that is written by: Vensca Veronica Tanus NRP 3303013024 Has been examined on 27 July 2017 and is accepted to pass by Panel Team.

Panel Leader:

Dr. A. Y. Yan Wellyan Toni Putra, SE. M.Si.

Confirmed by:

Dean,

Dr. Lodovicus Lasdi, MM
NIK 321.96.03.70

Head of Program,

Robertus Sigit H.,SE.M.Sc.
NIK 311.11.06.78

FOREWORDS

First and foremost, praise and thank goes to my savior Jesus Christ for the many blessing undeservingly bestowed upon me. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the Faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank :

1. Mr Dr. Lodovicus Lasdi, M.M., as Dean of the Faculty of Business Widya Mandala Catholic University Surabaya.
2. Robertus Sigit, SE., M.Sc, as Chairman of the Management Faculty of Business Widya Mandala Catholic University in Surabaya.
3. Dra. Ec. Lydia Ari Widyarini, MM. as Advisor I, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.
4. Robertus Sigit, SE., M.Sc., as Advisor II, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.
5. My beloved father, mother and brothers who endured my absence from home during the period of study. I cannot forget for the encouragement and support in my education since I started school.
6. The friends and interested parties who can not be named one by one, thank you for your prayers and support.

I feel extremely privileged and grateful for their tutelage, mentoring, and friendship. If anything contained in this undergraduate thesis is deem

meritorious, it most assuredly can be attributed to the lessons of these individuals: I alone take credit for the less than meritorious content. Particulary, my sincere gratitude goes to my advisors, Dra. Ec. Lydia Ari Widyarini, MM. and Robertus Sigit, SE., M.Sc, for their guidence, encouragement, and tremendous patience during the course of this reseach, without which the completion of this work would not have been possible.

The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

My experience at Widya Mandala Catholic University Surabaya was greatly enhanced by the interaction with other students. The friendship of Valencia Fanny, Karina Raka, Joan Marcelina, Jessica Nathania, Claudia Amanda, Felicia Dewi, Ie Jonathan and other students made the stressful times more bearable.

Finally, the love and support of my father, Toroy, mother, Yulini, and brothers, Calvin and Jason, turned any fears of failure into desires to success. Thank you.

Surabaya, 10th July, 2017

Researcher,

(Vensca Veronica Tanus)

TABLE OF CONTENTS

COVER PAGE.....i
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND
PUBLICATION APPROVAL OF SCIENTIFIC PAPER.....iii
APPROVAL PAGE..... iv
RATIFICATION PAGE.....v
FOREWORDS.....vi
TABLE OF CONTENTS.....vii
LIST OF FIGURES.....xi
LIST OF CONTENTS.....xii
LIST OF APPENDIX.....xiii
ABSTRACT.....xiv

Chapter 1: INTRODUCTION

1.1 Background.....1
1.2 Research Problem.....10
1.3 Objectives of the Study.....10
1.4 Scope of the Study.....11
1.5 Significance of the Study.....11
1.5.1 Theoritical Benefit.....11
1.5.2 Practical Benefit.....12
1.6 Writing Systematic.....12

Chapter 2: LITERATURE REVIEW

2.1 Previous Research.....14
2.1.1 Sung Youl Park (2012).....14
2.1.2 H Kim, TT Kim, SW Shin (2008).....15

2.2 Theoritical Basis.....17
2.2.1 Technology Acceptance Model (TAM).....17
2.2.2 TAM Variables.....20
2.2.2.1Intention to Use.....20
2.2.2.2Attitude Toward Use.....23
2.2.2.3Perceived Usefulness.....25
2.2.2.4 Perceived Ease of Use.....26
2.2.3 eTrust.....27
2.2.4 Relationship Among Variables.....30
2.2.4.1 Relationship Between Perceived Ease of Use and Perceived Usefulness.....30
2.2.4.2 Relationship Between Perceived Ease of Use and Attitude Toward Use.....32
2.2.4.3 Relationship Between Perceived Usefulness and Attitude Toward Use.....33
2.2.4.4 Relationship Between Attitude Toward Use and Intention to Use.....34
2.2.4.5 Relationship Between eTrust and Attitude Toward Use.....35
2.2.4.6 Relationship Between eTrust and Intention to Use.....36
2.2.5 Hypothesis.....37
2.2.6 Research Model.....37

Chapter 3: RESEARCH METHODS

3.1 Research Design.....40
3.2 Variable Identification.....40
3.3 Operational Definition.....40

3.3.1 Perceived Ease of Use (PEOU)..... 40
3.3.2 Perceived Usefulness (PU).....41
3.3.3 Attitude Toward Use (ATU).....41
3.3.4 Intention to Use (ITU).....42
3.3.5 eTrust (ET).....42
3.5 Type and Source of the Data.....43
3.6 Tools and Data Collection Methods.....44
3.7 Population, Sample, Sampling Techniques.....45
3.8 Data Analysis.....46
3.8.1 Measurement Model (Outer Model).....48
3.8.2 Structural Model (Inner Model).....49
3.8.2 Hypothesis Testing.....50

Chapter 4: ANALYSIS AND DISCUSSION

4.1 Respondent Characteristics.....52
4.2 Respondent Responses.....53
4.2.1 Measurement Model (Outer Model).....54
4.2.1.1 Description of Perceived Ease of Use Variable.. 54
4.2.1.2 Description of Perceived Usefulness Variable....55
4.2.1.3 Description of eTrust of Variable..... 56
4.2.1.4 Description of Intention to Use Variable.....57
4.2.1.5 Description of Perceived Ease of Use Variable. 58
4.3 Data Analysis..... 59
4.3.1 Evaluation of Outer Model.....60
4.3.2 Convergent Validity.....60
4.3.3 Discriminant Validity..... 63
4.3.4 Composite Reliability.....64
4.3.5 Evaluation of Inner Model.....65

4.3.6 Inner Model (Structural Model).....65
4.3.7 Inner Model Test.....66
4.3.8 Path Coefficient.....68
4.3.9 Indirect Effect.....69
4.3.10 Hypothesis Testing.....70

Chapter 5: CONCLUSION AND SUGGESTION

5.1 Conclusion.....73
5.2 Suggestion.....74
5.2.1 Suggestion for Theoritical.....74
5.2.2 Suggestion for Practitioners.....75
REFERENCES
APPENDIX

TABLE OF FIGURES

Figure 2.1 Technology Acceptance Model.....18
Figure 2.2 Research Model.....39
Figure 4.1 Path Modeling Using SMART PLS 3.0.....60
Figure 4.2 Partial Least Square Boothstraping.....66

TABLE OF CONTENTS

Table 1.1 Top Apps in Indonesia.....4
Table 2.1 Comparison between Previous Research and Current Research. 16
Table 3.1 Rule of Thumb in Outer Model Measurement..... 49
Table 3.2 Rule of Thumb in Inner Model Measurement.....50
Table 4.1 Characteristics of the Respondents (Consumer Demographics)..52
Table 4.2 Respondent's Mean Responses Category..... 54
Table 4.3 Description of Respondent's Responses of Perceived Ease of Use Variable.....55
Table 4.4 Description of Respondent's Responses of Perceived Usefulness Variable.....56
Table 4.5 Description of Respondent's Responses of eTrust Variable.....57
Table 4.6 Description of Respondent's Responses of Attitude Toward Use Variable..... 58
Table 4.7 Description of Respondent's Responses of Intention to Use Variable.....59
Table 4.8 Convergent Validity.....61
Table 4.9 Convergent Validity (Cross Loading) Indicator.....62
Table 4.10 Discriminant Validity (Cross Loading) Indicator.....64
Table 4.11 Composite Reliability.....65
Table 4.12 R-Square Value.....67
Table 4.13 Q-Square Value.....67
Table 4.14 Path Coefficient Value.....68
Table 4.15 Indirect Effect Value..... 69
Table 4.16 Hypothesis Testing..... 70

LIST OF APPENDIX

Appendix 1. Research Questionnaire
Appendix 2. Respondent Response
2.1 Respondent Characteristics
Appendix 3. Output PLS Algoritm
3.1 Path Diagram
3.2 Convergent Validity
3.3 Discriminat Validity
3.4 Composite Reliability
Appendix 4. PLS Bootstraping
4.1 Path Boothstraping
4.2 R-Square & R-Square Adjusted
4.3 Q-Square Predictive Relevance
4.4 Path Coefficient
Appendix 5. Hypothesis Testing
5.1 Indirect Effect
5.2 Inner VIF Values
5.3 Outer VIF Values

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 respodents who knows about Go-Jek participated in this research. SEM (Structural Equation Model) - PLS (Partial Least Sqaure) 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 respoden yang mengetahui tentang Go-Jek ikut serta dalam penelitian ini. Penelitian ini menggunakan SEM (Structural Equation Model) - PLS (Partial Least Sqaure) 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*