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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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**


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