

ABSTRACT

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THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND SERVICE QUALITY ON ATTITUDE TOWARDS USING AND THE BEHAVIORAL INTENTION OF USERS TO REUSE GOJEK IN SURABAYA

Technology had become one of the most important factors in people's life and had given so much help in people's life. One of the greatest inventions is the advancement of Information Technologies. Information Technologies was a revolution that changes the world to become more efficient and productive. GOJEK is one of the recent popular inventions that help citizens to deal with traffic jam. Thus, encourage the researcher to identify the relation between Perceived Usefulness, Perceived Ease of Use, Service Quality, Attitude Towards Using and Behavioral Intention to Reuse.

One hundred respondents were given questionnaire using a six-point Likert Scale. Eight hypotheses were analyzed using multiple regression models. The result of this study shows that perceived ease of use has significant effect on perceived usefulness, but not on behavioral intention to reuse. Perceived usefulness has significant effect on both attitudes towards using and behavioral intention to reuse. Another result shows that service quality has significant effect on attitude towards using, but not on behavioral intention to reuse. Additionally, attitude towards using does not have significant effect on behavioral intention to reuse.

The recommendations were given to improving perceived usefulness, perceived ease of use and service quality to form positive attitude towards using that will eventually lead to behavioral intention to reuse.

Keywords: Perceived Usefulness, Perceived Ease of Use, Service Quality, Attitude Towards Using and Behavioral Intention to Reuse.