ABSTRAK

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ANALISIS VARIABEL-VARIABEL YANG MEMPENGARUHI *INTENTION TO USE* TERHADAP *ACTUAL USE* DAN PADA AKHIRNYA *CUSTOMER LOYALTY* PADA PENGGUNA APLIKASI LUGO DI LUMAJANG

(xvii+294 halaman: 29 gambar, 77 tabel, 4 lampiran)

Transportasi online dan teknologi telah menjadi kunci dalam memenuhi kebutuhan mobilitas masyarakat Indonesia, didukung oleh penetrasi internet yang tinggi. Perkembangan jasa transportasi online di Indonesia, seperti Gojek, Shopee, dan Grab, menandai munculnya aplikasi mobile sebagai portal utama penyedia layanan transportasi dan pengiriman makanan. Pelaku usaha mendapatkan manfaat dengan menghubungkan bisnis mereka ke internet melalui aplikasi mobile, meningkatkan jangkauan dan volume penjualan.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu SPSS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 300 responden dengan karakteristik responden yang telah ditentukan.

Dalam penelitian ini terdapat 13 hipotesis diantaranya sebelas hipotesis diterima dan dua hipotesis ditolak. Hipotesis yang diterima adalah, yaitu *Hedonic Motivation* berpengaruh signifikan terhadap *Intention to Use*. *Convenience Motivation* berpengaruh signifikan terhadap *Intention to Use*. *Perceived Ease Of Use* berpengaruh signifikan terhadap *Intention to Use*. *Navigational Design* berpengaruh signifikan terhadap *Intention to Use*. *Information Quality* berpengaruh signifikan terhadap *Intention to Use*. *Privacy And Safety* berpengaruh signifikan terhadap *Intention to Use*. *Perceived Severity* berpengaruh signifikan terhadap *Intention to Use*. *Price* berpengaruh signifikan terhadap *Actual Use*. *Safe Packaging* berpengaruh signifikan terhadap *Actual Use*. *Promotion* berpengaruh signifikan terhadap *Actual Use*. *Actual Use* berpengaruh signifikan terhadap *Costumer Loyalty*. Hipotesis yang di tolak adalah *Restaurant Credibility* tidak berpengaruh signifikan terhadap *Intention to Use*. *Intention To Use* tidak berpengaruh signifikan terhadap *Actual Use*.

Kata Kunci: *Hedonic Motivation, Convenience Motivation, Perceived Ease Of Use, Navigational Design, Information Quality, Privacy And Safety, Restaurant Credibility, Perceived Severity, Intention To Use, Actual Use, Price. Safe Packaging, Promotion, Costumer Loyalty.*

Referensi : 90 (2017-2022)

ABSTRACT

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ANALYSIS OF VARIABLES INFLUENCING INTENTION TO USE ON ACTUAL USE AND CUSTOMER LOYALTY IN LUGO APPLICATION USERS IN LUMAJANG

(xvii+294 page: 29 pict, 77 table, 4 attach)

Online transportation and technology have become pivotal in meeting the mobility needs of Indonesian society, supported by high internet penetration. The development of online transportation services in Indonesia, such as Gojek, Shopee, and Grab, marks the emergence of mobile applications as the primary portal for transportation and food delivery services. Businesses benefit by connecting their operations to the internet through mobile applications, expanding their reach and sales volume.

This research employs a causal approach using quantitative methods processed with the SPSS version 22.0 statistical program. Data collection involves distributing questionnaires to 300 respondents with predetermined characteristics.

The study includes 13 hypotheses, of which eleven are accepted, and two are rejected. Accepted hypotheses indicate that Hedonic Motivation significantly influences Intention to Use, Convenience Motivation significantly affects Intention to Use, Perceived Ease Of Use significantly influences Intention to Use, Navigational Design significantly impacts Intention to Use, Information Quality significantly affects Intention to Use, Privacy And Safety significantly influences Intention to Use, Perceived Severity significantly impacts Intention to Use, Price significantly affects Actual Use, Safe Packaging significantly influences Actual Use, Promotion significantly affects Actual Use, and Actual Use significantly impacts Customer Loyalty. Rejected hypotheses indicate that Restaurant Credibility does not significantly influence Intention to Use, and Intention To Use does not significantly impact Actual Use.

References : 90 (2017-2022)