

THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND TRUSTWORTHINESS ON THE CONSUMER'S INTENTION TO USE (A Case Study of Go-Jek Indonesia)

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ABSTRACT

Introduction – In congested Indonesian cities like Jakarta and Bandung, the traffic seems to be a paramount problem for everyone. The new local startup company, Go-Jek, has tried to solve this transportation problem by providing a new option of public transportation: the motorbike taxi. By using a smartphone, the customer could book the driver and track him through the Go-Jek application featuring services include picking up and transporting the passenger, delivering items, and even running shop errands. With all those advantages offered by Go-Jek, some customers still have no intention to use the service, for the following reasons: They think that the service is not useful, they are not familiar with the application, and also they have no trust in Go-Jek.

Purpose – The purpose of this study is to understand the impact of perceived usefulness, perceived ease of use, and trustworthiness on the consumer's intention to use Go-Jek Indonesia.

Research Methodology – This research used a survey by distributing 372 questionnaires to respondents in Bandung, aged between 17-26, who are the target market of Go-Jek. Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to see how the independent variables (perceived usefulness, perceived ease of use, and trustworthiness) influence the dependent variable: intention to use.

Findings – The results of the study reveal that perceived usefulness, perceived ease of use, and trustworthiness are significant predictors of the consumer's intention to use. In addition, this study helps the company to understand how Indonesian customers perceive the Go-Jek brand.

Keywords: Perceived Usefulness, Perceived Ease of Use, Trustworthiness, Intention to Use, Go-Jek Indonesia

1. INTRODUCTION

Over the last decade, the internet has influenced shifting in many aspects of human life. By using the internet, people across the world can communicate and share information with each other. Gathering real-time information is one of the benefits that the internet has provided. The Internet has also become the medium for people across the world to trade. Businesses also use the internet in their activity, thus we called e-business. E-business according to Wikipedia is defined as the application of information and communication technologies (ICT) in support of all the activities of the business involved [28].

A new social enterprise called Go-Jek, that brings together experienced and trustworthy *ojek* (motorbike taxi) drivers, was launched in 2011. It is one example of e-business in Indonesia. Go-Jek achieves nationwide acknowledgment in Indonesia only recently through social media exposure. Go-Jek provides a new way of booking *ojek* by using an application that can be downloaded for free from the customer's mobile phone. Go-Jek drivers can be booked and tracked through their mobile application. Services include picking up and transporting passengers, delivering items, and even running shop errands, so Go-Jek showed the potential to be the new and rising enterprise in Jakarta.

Go-Jek combines traditional transportation business with e-business. While online shopping and e-commerce have been very popular and common phenomena in Indonesia, issues about trust,

safety, and convenience of the transportation business in Indonesia are still a big issue. Based on the preliminary research that has been conducted so far, many people are hesitant to use Go-Jek because they still have no trust in Go-Jek drivers. They are not sure about the drivers, whether they can do their job properly or not. Trust in the web-based vendor is one of the critical criteria for success in online commerce business [13].

In Jakarta and Bandung, there are a lot of people who are still not familiar with the Go-Jek application. They face difficulties when they want to book the drivers. As a result, they think that the Go-Jek service is not useful. For that reason, besides trust, this research will use perceived usefulness and perceived ease of use to measure acceptance of Go-Jek. Perceived usefulness and perceived ease of use are widely used in describing individual acceptance of new technology [16]. This research discusses the acceptance of Go-Jek in large cities in Indonesia by using the Technology Acceptance Model (TAM).

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The theoretical review was conducted in the earlier part of the study to identify relations among variables: perceived usefulness, perceived ease of use, trustworthiness, and intention to use. Literature review is used to develop the hypotheses in this research.