

FINAL PAPER
**THE EFFECT OF PERCEIVED USEFULNESS,
PERCEIVED EASE OF USE AND SERVICE QUALITY
ON THE BEHAVIORAL INTENTION OF USERS TO
REUSE GOJEK IN SURABAYA**

Submitted as a final requirement to obtain
the degree of Sarjana Ekonomi Strata Satu

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SURABAYA
2016**



**UNIVERSITAS PELITA HARAPAN SURABAYA
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PAPER**

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

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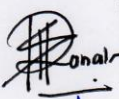

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ABSTRACT

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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.

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Although this thesis is far from being perfect, but still the author believe this thesis will be useful for further usage.

TABLE OF CONTENT

	Page
TITLE PAGE	
STATEMENT OF ORIGINALITY OF FINAL PAPER.....	i
AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER.....	ii
AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER.....	iii
ABSTRACT	iv
ACKNOWLEDGEMENT.....	v
TABLE OF CONTENT.....	vi
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
LIST OF APPENDICES.....	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Research Problem.....	10
1.3 Research Objectives.....	11
1.4 Research Contributions.....	11
1.5 Research Limitations.....	12
1.6 Research Outline.....	12
CHAPTER II REVIEW OF RELATED LITERATURE.....	14
2.1 Technology Acceptance Model.....	14
2.1.1 Perceived Ease of Use.....	15
2.1.2 Perceived Usefulness.....	16
2.1.3 Attitude Towards Using.....	17
2.2 Service Quality.....	18
2.2.1 Tangibility.....	20
2.2.2 Reliability.....	20
2.2.3 Responsiveness.....	20
2.2.4 Assurance.....	21
2.2.5 Empathy.....	21

2.3 Behavioral Intention to Reuse.....	22
2.4 Relation Among Variable.....	23
2.4.1 The effect of Perceived Ease of Use on Perceived Usefulness.....	23
2.4.2 The effect of Perceived Usefulness on Attitude Towards Using.....	23
2.4.3 The effect of Perceived Ease of Use on Attitude Towards Using.....	23
2.4.4 The effect of Service Quality on Attitude Towards Using.....	24
2.4.5 The effect of Perceived Usefulness on Behavioral Intention to Reuse.....	25
2.4.6 The effect of Perceived Ease of Use on Behavioral Intention to Reuse.....	25
2.4.7 The effect of Service Quality on Behavioral Intention to Reuse.....	26
2.4.8 The effect of Attitude Towards Using on Behavioral Intention to Reuse.....	26
2.5 Theoretical Framework.....	27
2.6 Operational Framework.....	29
2.7 Hypothesis.....	29
CHAPTER III RESEARCH METHOD.....	30
3.1 Research Design.....	30
3.2 Research Variable.....	30
3.2.1 Operational Definitions.....	30
3.2.2 Variable to be Tested.....	32
3.2.3 Levels of Measurement and Scaling Techniques.....	32
3.3 Method of Data Collection.....	32
3.3.1 Source of Data.....	32
3.3.2 Sample and Sampling Plan.....	33
3.3.3 Research Instruments.....	34
3.4 Method of Data Analysis.....	35

3.4.1 Validity Test.....	35
3.4.2 Reliability Test.....	35
3.4.3 Classical Assumption Test.....	35
3.4.3.1 Normality Test.....	35
3.4.3.2 Homoscedasticity Test.....	36
3.4.3.4 Linearity Test.....	36
3.4.3.5 Multicollinearity Test.....	36
3.4.4 Linear Regression Analysis.....	36
3.4.4.1 Simple Linear Regression Analysis.....	36
3.4.4.2 Multiple Linear Regression Analysis.....	37
3.4.4.3 Coefficient of Correlation (r) and Coefficient of Determination (R^2 /Adj. R2).....	38
3.4.4.4 Hypothesis Testing.....	39
CHAPTER IV RESULT AND DISCUSSION.....	41
4.1 Description of GOJEK.....	41
4.2 Data Analysis.....	42
4.2.1 Descriptive Statistic of Respondents Profiles.....	42
4.2.1.1 Descriptive Statistic of Respondents Age.....	42
4.2.1.2 Descriptive Statistic of Respondents Gender.....	43
4.2.1.3 Descriptive Statistic of Respondents Income.....	43
4.2.2 Descriptive Statistic of Respondents Perceptions.....	44
4.2.2.1 Descriptive Statistic of Perceived Usefulness.....	44
4.2.2.2 Descriptive Statistic of Perceived Ease of Use.....	45
4.2.2.3 Descriptive Statistic of Service Quality.....	46
4.2.2.4 Descriptive Statistic of Attitude toward Using.....	52
4.2.2.5 Descriptive Statistic of Behavioral Intention to Reuse.....	53
4.3 Hypothesis Testing.....	54
4.3.1 Validity Test.....	54
4.3.2 Reliability Test.....	55
4.3.3 Classical Assumption Test of Normality.....	56
4.3.4 Classical Assumption Test of Homocedasticity.....	58

4.3.5	Classical Assumption Test of Linearity.....	60
4.3.6	Classical Assumption Test of Multicollinearity.....	60
4.3.7	Linear Regression Analysis.....	61
4.3.7.1	Simple Linear Regression Analysis of Perceived Ease of Use on Perceived Usefulness.....	61
4.3.7.2	Multiple Linear Regression Analysis of Perceived Usefulness, Perceived Ease of Use, and Service Quality on Attitude toward Using.....	61
4.3.7.3	Multiple Linear Regression Analysis of Perceived Usefulness, Perceived Ease of Use, Service Quality, and Attitude toward Using on Behavioral Intention to Reuse.....	62
4.4	Discussion.....	63
CHAPTER V SUMMARY, CONCLUSION AND RECOMMENDATION.....		79
5.1	Summary.....	79
5.2	Conclusion.....	83
5.3	Recommendation.....	83
5.3.1	For Gojek.....	83
5.3.2	Recommendation for Future Research.....	87

REFERENCES

APPENDICES

LIST OF TABLES

Table 1	The value of r.....	38
Table 2	Interpretation of r value.....	39
Table 3	Description of Mean Rating Index.....	44
Table 4	Descriptive Statistic of Perceived Usefulness.....	44
Table 5	Descriptive Statistic of Perceived Ease of Use.....	45
Table 6	Descriptive Analysis of Tangible.....	46
Table 7	Descriptive Statistic of Reliability.....	48
Table 8	Descriptive Statistic of Responsiveness.....	49
Table 9	Descriptive Statistic of Assurance.....	50
Table 10	Descriptive Statistic of Empathy.....	51
Table 11	Descriptive Statistic of Attitude Towards Using.....	52
Table 12	Descriptive Statistic of Behavioral Intention to Reuse.....	53
Table 13	Validity Test Results.....	54
Table 14	Reliability Test Results.....	55
Table 15	Normality Test of Kolomogorov Smirnov Result.....	57
Table 16	Homocedasticity Test of Spearman Rho Result.....	59
Table 17	Linearity Test Results.....	60
Table 18	Results of Multicollinearity Test.....	60
Table 19	Simple Linear Regression of Perceived Ease of Use on Perceived Usefulness.....	61
Table 20	Multiple Linear Regression Analysis of Perceived Usefulness, Perceived Ease of Use, and Service Quality on Attitude toward Using.....	61
Table 21	Multiple Linear Regression Analysis of Perceived Usefulness, Perceived Ease of Use, Service Quality, and Attitude toward Using on Behavioral Intention to Reuse.....	62
Table 22	Service Quality Dimension Loading Factor.....	67

LIST OF FIGURES

Figure 1	Population of Indonesia based on Island 1971-2010.....	1
Figure 2	Growing Number of Transportation by Types 2000-2010.....	3
Figure 3	Tangible of Gojek	7
Figure 4	Responsiveness of Gojek	8
Figure 5	Empathy of Gojek	8
Figure 6	Assurance of Gojek	9
Figure 7	Reliability of Gojek	9
Figure 8	Theoretical Framework 1	27
Figure 9	Theoretical Framework 2	28
Figure 10	Operational Framework	29
Figure 11	Gojek Logo	41
Figure 12	Gojek Application	41
Figure 13	Descriptive Statistic of Respondents Age	42
Figure 14	Descriptive Statistic of Respondents Gender	43
Figure 15	Descriptive Statistic of Respondents Income	43
Figure 16	Normal Probability Plot Perceived Ease of Use * Perceived Usefulness	56
Figure 17	Normal Probability Plot Perceived Usefulness, Perceived Ease of Use, Service Quality * Attitude toward Using	56
Figure 18	Normal Probability Plot Perceived Usefulness, Perceived Ease of Use, Service Quality, Attitude toward Using * Behavioral Intention to Reuse	57
Figure 19	Scatterplot Perceived Ease of Use * Perceived Usefulness	58
Figure 20	Scatterplot Perceived Usefulness, Perceived Ease of Use, Service Quality * Attitude toward Using	58
Figure 21	Scatterplot Perceived Usefulness, Perceived Ease of Use, Service Quality, Attitude toward Using * Behavioral Intention to Use	59

LIST OF APPENDICES

Appendix A: Questionnaire (English)..... A-1
Appendix B: Questionnaire (Bahasa Indonesia)..... B-1
Appendix C: Excel Data..... C-1
Appendix D: SPSS Results..... D-1