

THE INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON INTENTION TO USE GOJEK APPLICATION AND ITS IMPACT ON PURCHASE DECISION OF GOJEK SERVICES

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ABSTRACT

Purpose — The purpose of this research is to explain and analyze the influence of Perceived Usefulness and Perceived Ease of Use on Intention to Use the Gojek application and its impact on Gojek service purchasing decisions.

Design/methodology/approach — This study uses a quantitative approach using explanatory research. The population of this study is The citizen of Padangsidempuan City, North Sumatera who use Gojek Services at least five times a month. To determine the sample of the population, researchers used Machin & Campbell (1987) formula to obtain the number of respondents as many as 115 people. The sampling technique of this study is the nonprobability sampling technique. The method of data collection used a questionnaire distributed to the respondent and calculated using a Likert scale. Data analysis methods consist of test instruments, research requirements testing, and hypothesis testing with path analysis by SPSS.

Findings — The results of this study indicate that the Perceived Usefulness and Perceived Ease of Use has a positive and significant effect on the Intention to use Gojek application.

Practical Implications — Perceived Usefulness and Intention to Use Gojek application has a positive and significant influence on purchasing decisions, while the Perceived Ease of Use has no significant influence on Purchasing Decisions.

Keywords Perceived Usefulness, Perceived Ease of Use, Intention to Use, Purchase Decision, Gojek

Paper Type Research Paper.

INTRODUCTIONS

The intention is one of the processes in purchasing before making a purchasing decision of a product or service. Intention to use is driven by the desire of a consumer to buy a product on their needs. According to Kotler and Keller (2007), consumer buying intention is a behavior where consumers have the desire to buy or choose a product or service. In this study, purchase intention is influenced by Perceived Usefulness and perceived usefulness. Perceived usefulness and perceived ease of use have an influence on intention to use technology. Technology users will have an interest in using technology if they find it useful and easy to use (Jogyanto, 2007).

Perceived Ease of Use and Perceived Usefulness are the key factors in technology or application acceptance. According to Jogyanto (2008), Perceived Usefulness is the extent to which individuals believe using technology will improve their work performance or activities. Whereas Perceived Ease of use is defined as the extent to which a person believes that using technology will be less of an effort and has a significant effect on Purchasing Decisions (Jogyanto, 2007: 118). Research conducted by Johar et al (2011), Hsieh (2011) shows that there is a positive influence between TAM through Perceived Ease of Use and Perceived Usefulness on technology acceptance or purchasing decision. Purchasing decision according to Kotler and Armstrong (2012: 154) is buyers' decision about the choice of brands that consumers buy.

The grand teory of this research is Technology Acceptance Model (Davis, 2007). Technology Acceptance Model (TAM) consists of two variables, perceived usefulness and perceived ease of use. Meanwhile, the middle range theory is marketing through Purchase decisions. The intention is the link between Grand theory and middle-range theory. The intention on TAM is defined as the intention to use the application, while the intention on marketing is defined as the intention to download the application to make a purchase.

Entering the current disruptive era, all businesses began to shift the system from conventional to online using applications. People are getting familiar with a practical lifestyle by ordering, purchasing, payment, and transportation by ordering online through the application. Using online

transportation is currently one of the trends prevailing in Indonesian society. The large variety of online transportation services makes its stakeholders compete in making an application that is useful and easy to use by consumers.

One of the online transportation operating in Indonesia is Gojek. Gojek is a social-minded company that is leading the Ojek transportation industry revolution in Indonesia. GoJek Indonesia was established in 2011 by Nadiem Makarim. The Gojek slogan is An Ojek For Every Need. Gojek's profit-sharing system is 80% of the total income in the ojeker's pocket and the remaining 20% for the Gojek company itself (Kompas.com).

Gojek is engaged in businesses that provide services to customers or users of Gojek services, ranging from delivering customers, delivering goods both small and large scale, and also providing food ordering services and many more services offered by Gojek. The following are the services available on Gojek :

1. **GO-RIDE**

A motorcycle service that takes customers from the pickup to their destination.

2. **GO-FOOD**

GO-FOOD is a food delivery service with more than 75,000 restaurants registered in the GO-JEK application.

3. **GO-SEND**

Gojek service delivers goods from the customer to the destination according to the order in the application.

4. **GO-SHOP**

GO-SHOP is a shopping service that makes it easy for customers to buy goods or food in stores that are not registered with GO-FOOD and GO-MART services in the same area.

5. **GO-MED**

GO-MED, which is now working with Halodoc, is a service for customers who want to buy drugs, vitamins, and other health needs in a licensed pharmacy that is already available in GO-MED services.

No	Number Application Downloads	of Scope
1	142 Million	204 cities in four countries
2	144 Million	336 cities in eight countries

Table 1 The Number of Gojek Application Downloads

Source: Katadata (2019)

In terms of the intention to use the Gojek application, there is a problem that the high intention to use the Gojek application is not necessarily followed by consumer purchasing decisions on Gojek services. Consumers who have downloaded the Gojek application are still uncertain about ordering Gojek services. Often there are conditions where the consumer stops the intention without being followed by the purchase decision. There are other factors such as Perceived Usefulness and Perceived Ease of Use that can influence the purchase decision of Gojek services.

RELATED WORK

Heise and Jensen (2007: 65) say that TAM explains that individuals can freely choose to use technology. Users are free to choose from a number of similar service technology preferences according to their usefulness and ease of use. According to Jogyanto (2007: 112), Perceived usefulness and Perceived Ease of Use influence buying intention.

Technology users will have an interest in using technology if they find it useful and easy to use. Research conducted by Al-Sharafi (2017), Ermawati and Delima (2016), Hamid et al. (2016) revealed that there was an effect of Perceived Usefulness on the intention to use technology. Research conducted by Al-Sharaf (2017), Jannah (2016), Ermawati and Delima (2016), Hamid et al. (2016) also shows that there is an effect of Perceived Ease of Use on the intention to use technology.

According to Kotler (2012: 2007) states that in the evaluation stage of the Purchasing Decision process, consumers form a preference/interest for brands in a group of choices, consumers may also form an interest in buying the most preferred product. According to Jogyanto (2007: 115), the

results of previous studies indicate that purchase intention is a good predictor of the use of technology by the users of the system.

Research conducted by Venkatesh and Davis (2000) shows that buying interest influences the use of technology.

Perceived Usefulness and perceived Ease of Use are factors that influence a person to use technology (Pavlou, 2002). Research conducted by Ermawati and Delima (2016), Al-Sharafi (2017), Johar (2011), Jannah (2016) revealed that there was an effect of Perceived Usefulness on technology use decisions. In addition, research conducted by Fatuh and Widyastuti (2017), Johar (2011), Ritonga (2019) also revealed that there was an effect of Perceived Ease of Use on technology use decisions.

Based on the problem and research objectives, the hypothesis in this study is:

H1: Perceived Usefulness has a significant influence on Intention to use Gojek Application

H2: Perceived Ease of Use has a significant influence on Intention to use Gojek Application

H3: Intention to use Gojek has a significant influence on Purchasing Decision

H4: Perceived Usefulness has a significant influence on Purchasing Decision

H5: Perceived Ease of Use has a significant influence on Purchasing Decision

RESEARCH METHODS

This research uses Explanatory Research (explanatory study or submission of hypotheses). This research was conducted using primary data. Primary data obtained by survey method by distributing questionnaires to research respondents. The population of this study is the indigenous people of Padangsidempuan City, North Sumatra, who are Gojek users. Because the total population is unknown, the determination of the number of samples in this study uses the formula of Machin & Champbell (1987) so that the number of respondents is 115 respondents.

The sampling method is done by Non-Probability Sampling, while the sampling technique used is purposive sampling by selecting who will be the respondent based on criteria, namely the native inhabitants of Padangsidempuan City who use the Gojek (Go-Ride, Go-Food, and Go-Send) application at least 5 times a month. The data analysis technique consisted of several tests, namely the research instrument test consisting of the validity and reliability tests, the normality test, the descriptive test then the path analysis using the SPSS application.

RESULTS AND DISCUSSIONS

From the results of the respondents' description analysis, it was concluded that the majority of respondents were female, aged 15 years, and started using Gojek services in 2019. Before deciding to buy Gojek services, the majority of respondents sought information about Gojek's services. The most commonly Gojek services used by respondents are Gojek and GoFood. From the results of the variables description analysis, the respondent's answer that the variables Perceived Usefulness, Perceived Ease of Use, Intention to Use the Application, and Purchase Decision is good or high.

The results of the validity test show that all statement items in this study have a number of r counts greater than r table 0.1832. Likewise with the reliability test results show that the reliability coefficient value is > 0.6 . Thus it can be concluded that the questionnaire used in this study is valid and reliable.

No	Item	Correlation coefficient	label
1	X1.1	0,560	0.1832 Valid
2	X1.2	0,685	0.1832 Valid
3	X1.3	0,615	0.1832 Valid
4	X1.4	0,472	0.1832 Valid
5	X1.5	0,464	0.1832 Valid
6	X1.6	0,766	0.1832 Valid
7	X2.1	0.814	0.1832 Valid
8	X2.2	0,674	0.1832 Valid
9	X2.3	0,793	0.1832 Valid
9	Y1.1	0,893	0.1832 Valid

10	Y1.2	0,632	0.1832	Valid
11	Y1.3	0,814	0.1832	Valid
12	Y2.1	0,941	0.1832	Valid
13	Y2.2	0,900	0.1832	Valid
14	Y2.3	0,704	0.1832	Valid
15	Y2.4	0,861	0.1832	Valid
16	Y2.5	0,911	0.1832	Valid

Table 2. Validity Test

Model Summary						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	
1	.856 ^a	.733	.729		.867	
No	Variabel	Koefisien Reliabilitas				
1	X1	0,867				Reliable
2	X2	0,938				Reliable
3	Y1	0,856				Reliable
4	Y2	0,913				Reliable

Table 3. Reliability Test

The results of the validity test show that all statement items in this study have a number of r counts greater than r table 0.1832. Likewise with the reliability test results show that the reliability coefficient value is > 0.6 . Thus it can be concluded that the questionnaire used in this study is valid and reliable.

The classic assumption test results in this study can be seen that based on the Kolmogorov-Smirnov test the significance value is 0.200 which is greater than 0.05 so it can be concluded that the data is normally distributed. Furthermore, in the linearity test, it can be seen that the correlation value of the two independent variables on the 2 dependent variables all shows a significance value greater than 0.05. Thus it can be concluded that the data in this study are linear.

Coefficients					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	-.625	.740		-.844	.400
Perceived Usefulness	.363	.039	.643	9.222	.000
Perceived Ease of Use	.318	.082	.269	3.859	.000

a. Dependent Variable: Intention

Table 4. Path Analysis Model-1

From the results of variable analysis, perceived usefulness has a positive and significant influence on the intention to use the application at an error rate of 0.05 ($\alpha = 5\%$). This can be seen from the path coefficient of 0.643 with a sig value of 0.00 ($0.00 < 0.05$) so that the variable perceived usefulness (X1) has a significant effect on the intention to use the Gojek application (Y1).

From the results of the analysis of the perceived ease of use, variables have a positive and significant effect on the intention to use the Gojek application at an error rate of 0,05 ($\alpha = 5\%$). This can be seen from the path coefficient of 0.269 with a sig value of 0.00 ($0.00 < 0.05$) so that the perceived ease of use variable (X2) has a significant effect on the intention to use Gojek application (Y1).

The contribution of the variables Perceived Usefulness and Perceived Ease of Use to the Intention to Use Gojek Application can be seen from the value of Adjusted R Square which is equal to 0.729. This means that 72,9% of the consumer's intention to use Gojek application will be influenced by the independent variables, namely the perceived Usefulness and Perceived Ease of Use. While the remaining 23.7% will be influenced by other variables not used in this study.

Model Summary						
Model	R	R Square	Adjusted Square	R	Std. Error Estimate	of the
1	.916 ^a	.839	.835		1.080	

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.450	.925		.486	.628
	Perceived Usefulness	.366	.065	.406	5.629	.000
	Perceived Ease of Use	.113	.109	.060	1.037	.302
	Intention	.800	.118	.501	6.797	.000

a. Dependent Variable: Purchasing Decision

Table 5. Path Analysis Model-2

The results of the analysis of the intention to use the application variable have a positive and significant influence on purchasing decisions at an error rate of 0,05 ($\alpha = 5\%$). This can be seen from the path coefficient of 0.501 with a sig value of 0,00 ($0,00 < 0,05$) so that it can be seen that the intention to use the Gojek application variable (Y1) has a significant effect on purchasing decisions (Y2).

The results of the analysis of the perceived usefulness variable have a positive and significant effect on purchasing decisions at an error rate of 0,05 ($\alpha = 5\%$). This can be seen from the path coefficient of 0.406 with the value of sig 0.00 ($0.00 < 0,05$) so that the variable perceived usefulness (X1) has a positive but not significant effect on purchasing decisions (Y2).

The results of the analysis of the perceived ease of use variable have not significant influence on purchasing decisions at an error rate of 0,05 ($\alpha = 5\%$). This can be seen from the path coefficient of 0.060 with a sig value of 0.302 ($0.302 > 0,05$) so that the variable perceived ease of use (X2) has a significant effect on purchasing decisions (Y2).

The contribution of Perceived Usefulness (X1) and Perceived Ease of Use (X2) variables, Intention to Use the Gojek Application (Y1) to Purchase Decisions (Y2) can be seen from the Adjusted R Square value of 0.835. This means that 83,5 % of the Purchase Decision variable will be influenced by the independent variables, namely the Perceived Usefulness (X1), Perceived Ease of Use (X2), Intention to Use the Gojek Application (Y1). While the remaining 16% is influenced by other variables not used in this study.

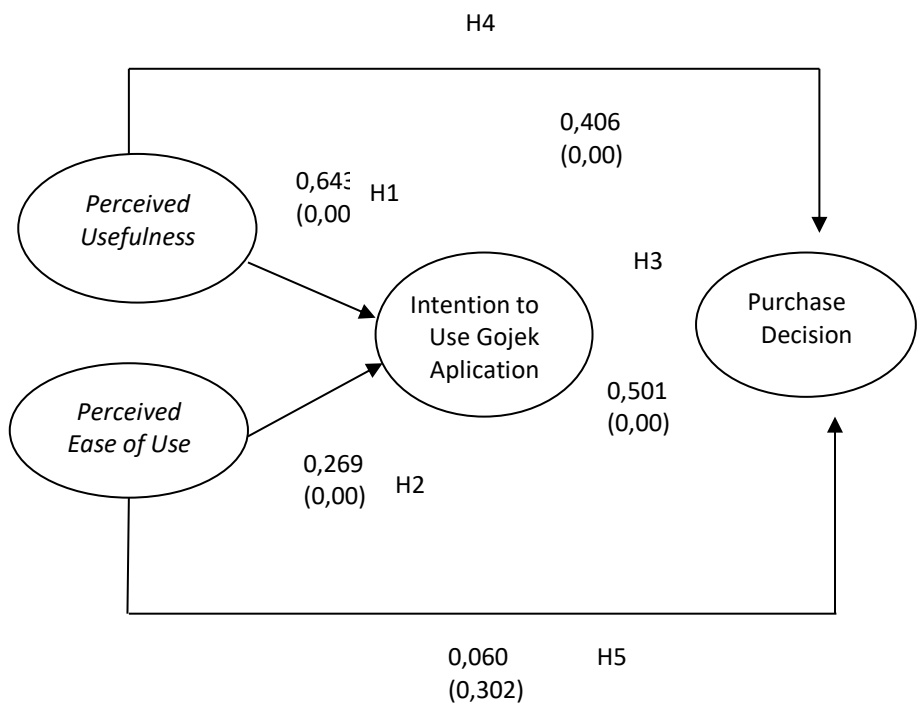


Figure 2. research framework

Direct Influence		Indirect Influence		Total
Inter-Variable Influence	Path coefficient	Indirect Influence	Indirect Influence	
<i>Perceived Usefulness (X1)</i>	0,269	<i>Perceived Usefulness (X1) → Intention to use</i>	0,095	0,364

→ Purchasing Decision (Y2)		application (Y1) → Purchasing Decision (Y2)		
<i>Perceived Ease of Use (X2) → Purchasing Decision (Y2)</i>	0,058	<i>Perceived Ease of Use (X2) → Intention to use application → Purchasing Decision (Y2)</i>	0,077	0,135

The image below shows the results of path analysis using regression:

The test results of the study also showed that there were indirect effects among the variables in this study. The following results of the analysis of indirect effects between variables:

1. The indirect influence of Perceived Ease of Use (X1) on Purchase Decisions (Y2) through Application Intention (Y1). The amount of indirect effect is $0.643 \times 0.501 = 0.322$. The relationship between Perceived Ease of Use (X1) and Purchase Decision (Y2) is explained by the direct effect of 0.406 compared to the indirect effect of 0.322.
2. The indirect effect of Perceived Ease of Use (X1) on Purchase Decisions (Y2) through Application Intention (Y1). The amount of indirect effect is $0.643 \times 0.501 = 0.322$. The relationship between Perceived Ease of Use (X1) and Purchase Decision (Y2) is explained by the direct effect of 0.406 compared to the indirect effect of 0.322.

The Influence of Perceived Usefulness on Intention to Use Gojek Application

Based on path analysis, it is known that perceived usefulness has a significant effect on the intention to use the Gojek application. From the results, it can be seen that the more perceived of the usefulness of the Gojek application, the higher consumer's intention to use the Gojek application. Besides, it can be known that The perceived usefulness of the Gojek application that's felt by Padangsidimpuan citizens is good. This good perceived usefulness includes all Gojek services in the form of online transportation, courier, and online shopping services.

The results of this study are in line with the theory put forward by Jogyanto (2007: 112) that perceived usefulness has an influence on interest in behavior (buying). Technology users will have an interest in using technology if they feel the technology is useful. This research also supports previous research conducted by Al-Sharafi (2017), Ermawati and Delima (2016), Hamid (2016) revealing that there is an influence of perceived usefulness on intention to use technology. **It can be concluded that H1 is accepted**

The Influence of Perceived Ease of Use on Intention Use Gojek Application

Based on path analysis, it is known that perceived ease of use has a significant effect on the intention to use the Gojek application. From the results, it can be seen that the more perceived ease of use of the Gojek application, the higher the intention of Padangsidempuan Citizens to use the Gojek application. This perceived ease of use includes ease of ordering online transportation, shopping online, sending goods, providing a sense of security for consumers, a complete Gojek feature that makes consumers interested in using it.

The result of this study is in accordance with the theory stated by Jogyanto (2007: 112) that perceived ease of use has an influence on buying interest. Technology users will have an interest in using technology if they feel technology is easy to use. The results of this study are also supported by previous research conducted by Al-Sharaf (2017), Ermawati and Delima (2016), Hamid (2016) showing that there is an influence of perceived ease of use on intention to use technology. **It can be concluded that H2 is accepted.**

The Influence of Intention to Use Gojek Applications on Purchasing Decisions of Gojek Services

Based on the path analysis, it is known that the intention to use the application has a significant effect on purchasing decisions. From the results, it can be seen that the more perceived ease of use of Gojek application, the higher consumer's purchasing decisions of Gojek services. Besides, it can be known that the intention to use the Gojek application felt by Padangsidempuan citizens is good. The intention to use Gojek

application to buy Gojek services is important because by having the Gojek application; consumers will more often purchase all Gojek services in transportation, courier, and online shopping services.

The results of this study are supported by the theory conveyed by Kotler (2012: 2007) that in the evaluation phase of the purchasing decision process, consumers make preferences or interests in brands.

Consumers may also have an interest in buying the most preferred products. Then Jogyanto (2007: 115) says that purchase intention is a good predictor of the use of technology by the users of the system. This research is also supported by previous research conducted by Davis, et al. (1989), Venkatesh and Davis (2000) which show that buying interest influences the use of technology. **It can be concluded that H3 is accepted**

The Influence of Perceived Usefulness on Purchasing Decisions

Based on path analysis, it is known that perceived usefulness has a significant effect on purchasing decisions. From the results, it can be seen that the more perceived usefulness of the Gojek application, the higher consumer's purchasing decisions on Gojek services. Besides, it can be known that the perceived usefulness of Gojek application which was felt by Padangsidempuan citizens is good. The good consumer's perceived usefulness includes all Gojek services in the form of transportation, courier, and online shopping services.

The results of the study are in accordance with the theory stated by Pavlou (2002) that perceived usefulness is a factor that influences a person to use or buy technology. This study also does not support the previous research conducted by Ermawati and Delima (2016), (Al-Sharafi, 2017), (Johar, 2011) revealing that there is a perceived usefulness influence on the decision to use technology. **It can be concluded that H4 is accepted.**

The Influence of Perceived Ease of Use on Purchasing Decisions

Based on path analysis, it is known that perceived ease of use has no significant influence on purchasing decisions. This happens because, in the purchase decision of Gojek services in the kind of transportation, courier, and online shopping services through perceived ease of use, it is not the easiest application for Padangsidempuan people. They still have other alternatives such as using conventional transportation, shopping directly, or using local food delivery. This is what causes them to cancel purchasing decisions and just stop on intention to use the Gojek application. Based on the analysis, the perceived ease of use does not always influence consumers purchasing decisions.

The results of this study are not supported by the theory expressed by Pavlou (2002) that perceived ease of use is a factor that influences

someone to use or buy technology. In addition, this study is also supported by research conducted by Fatuh and Widyastuti (2017), Johar (2011), Shen and Chiou (2010) which reveal that there is an influence of perceived ease of use on purchasing decisions or the use of technology. **It can be concluded that H5 is rejected.**

Conclusion and Future Scope

From the results of the description analysis, it concludes that the majority of respondents were female, 15 years old, and began using Gojek services in 2019. Before deciding to buy Gojek services the majority of respondents sought information about Gojek's services. The most commonly used Gojek services by respondents are Gojek and GoFood. From the results of the variables description analysis, the respondent's answer that the variables Perceived Usefulness, Perceived Ease of Use, Intention to Use the Application, and Purchase Decision is good or high.

Based on this research, it can be concluded that Perceived usefulness has a significant influence on intention to use Gojek application. Perceived ease of use has a significant influence on intention to use the Gojek application. Perceived usefulness has a positive and significant influence on purchasing decisions through the intention to use the Gojek application. But, Perceived ease of use has no significant influence on purchasing decisions.

This study recommends the importance of the usefulness and the ease of use of online transportation, especially Gojek application. In this study, perceived ease of use has no significant on purchase decisions. So that in a small city like Padangsidempuan Gojek needs to improve the ease of use such as the ease in ordering transportation, shopping, ordering food, sending goods online, the ease in getting drivers, and others. Furthermore, this study suggests that the stakeholders of Gojek Indonesia have to always upgrade the usefulness and the ease of use of Gojek Applications in order to keep their loyal consumers and maintain Gojek status as the leader of the online transportation market in Indonesia.

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