

## ABSTRACT

*This study aims to analyze the effect of the Technology Acceptance Model (TAM) with variables perceived usefulness, perceived ease of use, and perceived risk of Gojek application users on Reuse intention with Customer Satisfaction as a mediating variable. The population of this study is all Gojek application users in Jakarta, with a sample involving 168 respondents who have application user characteristics ranging from 18-50 and also use the Gopay feature for at least 1 year. The analytical method that will be used to analyze the data is the Structural Equation Model (SEM) based on Partial Least Square (PLS). The results of this study indicate that there is a significant and positive influence between Perceived Usefulness on Customer Satisfaction, perceived ease of Customer Satisfaction, perceived risk on customer satisfaction, perceived benefits on reuse intention, perceived ease of reuse intention, Perceived Risk on Reuse intention, customer satisfaction with reuse intention, Perceived Usefulness on Reuse intention through Customer Satisfaction, Perceived Ease of Use on Reuse intention through Customer Satisfaction, and Perceived Risk on Reuse intention through Customer Satisfaction.*

*Keywords: Technology Acceptance Model, Perceived Usefulness, Perceived Ease Of Use, Perceived Of Risk, Reuse intention, Customer Satisfaction*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dari *Technology Acceptance Model (TAM)* dengan variabel *perceived usefulness*, *perceived ease of use*, dan *perceived of risk* pada pengguna aplikasi Gojek terhadap Reuse intention dengan Customer Satisfaction sebagai variable mediasi. Populasi dari penelitian ini adalah seluruh pengguna aplikasi Gojek di Jakarta, dengan sampel melibatkan 168 responden yang memiliki karakteristik pengguna aplikasi rentang 18-50 dan juga menggunakan fitur Gopay selama minimal 1 Tahun. Metode analisis yang akan digunakan untuk menganalisis data adalah *Structural Equation Model (SEM)* berbasis *Partial Least Square (PLS)*. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan dan positif antara Perceived Usefulness terhadap Customer Satisfaction, persepsi kemudahan terhadap Customer Satisfaction, persepsi resiko terhadap customer satisfaction, persepsi manfaat terhadap reuse intention, persepsi kemudahan terhadap reuse intention, Perceived Risk terhadap Reuse intention, customer satisfaction terhadap reuse intention, Perceived Usefulness terhadap Reuse intention melalui Customer Satisfaction, Perceived Ease of Use terhadap Reuse intention melalui Customer Satisfaction, dan Perceived Risk terhadap Reuse intention melalui Customer Satisfaction.

**Kata Kunci:** *Technology Acceptance Model, Perceived Usefulness, Perceived Ease Of Use, Perceived Of Risk, Reuse intention, Customer Satisfaction*

