

ABSTRACT

With the development of the internet in Indonesia, the growth of various applications, especially online transportation apps like Gojek, has significantly increased. Based on this growth, in this study, the researchers aim to understand the factors influencing an individual's continuance intention to use the Gojek app as a means of online transportation. Furthermore, this study applies variables commonly used in research on luxury goods to the investigation of continuance intention in a technological information system product, specifically the bandwagon effect. The data collection method employed is non-probability sampling, specifically convenience (haphazard) sampling, and will be processed using SmartPLS 3.0 and Excel. The sample consists of 170 respondents in the Jabodetabek area who have used the Gojek transportation service at least 3 times. Based on the conducted research, it was found that 8 out of the 11 formulated hypotheses have a positive and significant influence. These hypotheses are as follows: experience has a positive and significant influence on trust, trust has a positive and significant influence on satisfaction, satisfaction has a positive and significant influence on continuance intention, attitude has a positive and significant influence on continuance intention, perceived usefulness has a positive and significant influence on satisfaction, perceived usefulness has a positive and significant influence on attitude, satisfaction has a positive and significant influence on attitude, and perceived ease of use has a positive and significant influence on satisfaction. However, there are 3 out of the 11 hypotheses that do not have a significant influence on their dependent variables: perceived usefulness has a positive but not significant influence on continuance intention, the bandwagon effect has a positive but not significant influence on attitude, and visual appeal has a positive but not significant influence on attitude.

Keywords: *online transportation application, Gojek, continuance intention, experience, trust, satisfaction, attitude, perceived usefulness, bandwagon effect, perceived ease of use, visual appeal.*

ABSTRAK

Seiring dengan perkembangan internet di Indonesia, pertumbuhan penggunaan berbagai aplikasi, terutama aplikasi transportasi *online* dari Gojek meningkat secara signifikan. Berdasarkan peningkatan tersebut, pada penelitian kali ini peneliti ingin mengetahui hal-hal yang mempengaruhi *continuance intention* seseorang dalam menggunakan aplikasi Gojek sebagai sarana transportasi *online*. Selain itu, penelitian ini akan menerapkan variabel yang biasa digunakan untuk penelitian mengenai barang mewah (*luxury*) pada penelitian mengenai *continuance intention* sebuah produk teknologi sistem informasi, yaitu *bandwagon effect*. Metode pengumpulan data yang digunakan adalah *non-probability sampling* jenis *convenience (haphazard) sampling* dan kemudian akan diolah menggunakan SmartPLS 3.0. dan Excel. *Sampling* dilakukan terhadap 170 responden di daerah Jabodetabek dengan penggunaan layanan transportasi aplikasi Gojek minimal 3 kali. Berdasarkan penelitian yang telah dilakukan, ditemukan bahwa 8 dari 11 hipotesis yang dibentuk memiliki pengaruh yang positif dan signifikan, hipotesis-hipotesis tersebut adalah *experience* berpengaruh positif dan signifikan terhadap *trust*, *trust* berpengaruh positif dan signifikan terhadap *satisfaction*, *satisfaction* berpengaruh positif dan signifikan terhadap *continuance intention*, *attitude* berpengaruh positif dan signifikan terhadap *continuance intention*, *perceived usefulness* berpengaruh positif dan signifikan terhadap *satisfaction*, *perceived usefulness* berpengaruh positif dan signifikan terhadap *attitude*, *satisfaction* berpengaruh positif dan signifikan terhadap *attitude*, *perceived ease of use* berpengaruh positif dan signifikan terhadap *satisfaction*. Namun, terdapat 3 dari 11 hipotesis yang tidak memiliki pengaruh signifikan terhadap variabel dependennya yaitu *perceived usefulness* berpengaruh positif namun tidak signifikan terhadap *continuance intention*, *bandwagon effect* berpengaruh positif namun tidak signifikan terhadap *attitude*, *visual appeal* berpengaruh positif namun tidak signifikan terhadap *attitude*.

Kata kunci: aplikasi transportasi *online*, Gojek, *continuance intention*, *experience*, *trust*, *satisfaction*, *attitude*, *perceived usefulness*, *bandwagon effect*, *perceived ease of use*, *visual appeal*.