

THE EFFECT OF PERCEIVED OF USEFULNESS, EASY TO USE, EXPERIENCE TO ATTITUDE USER GOJEK ON GOPAY

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ABSTRACT

Gojek is a technology company that offers transportation services, food delivery, and numerous other services via mobile applications. Gopay is a financial service offered by Gojek that enables Gojek application users to conduct transactions. This study aimed to determine how expediency, experience, and convenience influence the attitudes of gojek users towards gopay. This study's participants are all Gojek users in Bekasi. Regarding the technique used to determine the sample, the researcher employed a technique of purposive sampling with a sample size of 68. The sampling was conducted by distributing a Googleform to gojek users who utilize gopay. Analysis of data using the smartPLS program. The results of the study indicate that the attitude of gojek users toward gopay is affected by expediency, experience, and convenience. Gopay has numerous advantages for users in terms of usability. Many users are satisfied with Gopay because the transaction process is quick and straightforward. Gopay provides its users with unique conveniences.

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1. INTRODUCTION

How beneficial a product or service is to its users is its usefulness. Users of Gojek who perceive that GoPay meets their needs are more likely to have a favorable opinion of GoPay. This is evident from the level of user satisfaction with GoPay, the level of user loyalty, and the level of user recommendations for GoPay. Experience refers to the quality of the user's interaction with a product or service. Gojek users who have had a positive experience with GoPay are more likely to have a favorable opinion of GoPay. This is evident from the level of user satisfaction with GoPay, the level of user loyalty, and the level of user recommendations for GoPay [1]

The ease of use of a product or service is its convenience. Users of Gojek who believe GoPay is simple to use are more likely to have a favorable opinion of GoPay. This is evident from the level of user satisfaction with GoPay, the level of user loyalty, and the level of user recommendations for GoPay. This phenomenon can be observed through research on the attitudes of Gojek users towards GoPay using the independent variables of expediency, experience, and convenience. This study can collect information on the attitudes of Gojek users towards GoPay through questionnaires or interviews.

Prior research on the influence of expediency, experience, and convenience on the attitudes of gojek users towards gopay. Several researchers have previously investigated the impact of expediency, experience, and convenience on the attitudes of Gojek users toward GoPay. The following are some of the available research results, discovered that the most influential factor on the attitude of Gojek users towards GoPay is convenience [2]. A questionnaire was distributed to 200 respondents in Jakarta via Gojek as part of this study. The study's findings indicate that convenience has a positive and significant effect on the attitude of Gojek users towards GoPay.

Experience is the most influential factor on the attitude of Gojek users towards GoPay [3]. A questionnaire was distributed to 100 respondents in Surabaya who use Gojek for transportation. The findings of the study indicate that experience has a positive and statistically significant effect on the attitude of Gojek users toward GoPay. The most influential factor on the attitude of Gojek users towards GoPay is convenience [4]. The research employed a questionnaire distributed to 150 respondents in Bandung who use Gojek. Convenience has a positive and significant effect on the attitude of Gojek users towards GoPay, according to the findings of this study. These studies indicate that speed, familiarity, and ease of use influence the attitude of Gojek users towards GoPay. However, these studies only examine or discuss the effect of a single variable on user attitudes. There is still a dearth of research that combines expediency, experience, and convenience as independent variables for measuring user attitudes [5].

The Effect of Perceived of Usefulness, Easy to Use, Experience to Attitude User Gojek on Gopay, Parulian, et.al

The relationship between benefits, experience, and convenience and GoPay users' attitudes has not been thoroughly investigated. Previous research only addressed or examined the effect of a single factor on user attitudes. There is still a dearth of research that combines expediency, experience, and convenience as independent variables for measuring user attitudes. Prior research paid no attention to gender, age, or income differences in the attitudes of Gojek users towards GoPay. Prior research did not consider how benefits, experience, and convenience influence the attitudes of users who are accustomed to using GoPay as well as those who are using GoPay for the first time.

Prior research did not consider how expediency, experience, and convenience influence the attitudes of GoPay users who use the service for various purposes. There are users who use GoPay exclusively for bill payments, those who use it exclusively for online shopping, and those who use it for other purposes. Prior research did not consider how these variables affect the attitudes of users who employ GoPay for various purposes.

This study aims to examine the relationship between the level of public acceptance of Go-pay and the intensity of service use by Go-Jek customers, using the TAM construction model. To achieve this objective, we attempt to use the experience of using M-Payment as one of the variables, along with several points from the TAM model, including ease of use, perceived usefulness, and attitude [6]. Other studies attempting to quantify consumer acceptance of payment technology have also been conducted. Consequently, four variables significantly influence the perceptions of online motorcycle taxi users regarding the online payment method: perceived benefits, ease of use, supportive circumstances, and trust [7].

Other factors, including user ability, social influence, and safety, were found to have no effect on consumer perceptions [8]. The acceptance of m-payment technology has also been studied among Jakarta bank customers. This is consistent with other research studies, which also indicate that the public's acceptance of a new technology is influenced by its usefulness and ease of use [9]. However, there is still a paucity of research attempting to examine the relationship between the acceptance of a technology and the intensity of use of a related service. The research he conducted on consumers of online motorcycle taxi services was conclusive [10]

2. METHOD

The research pertaining to the use of social media is designed as field research, with the data and information obtained as a result of field research activities. While this research employs a descriptive quantitative methodology, This study's participants are all Gojek users in Bekasi. Regarding the technique used to determine the sample, the researcher employed a technique of purposive sampling with a sample size of 68. Since the focus of the study is Gojek's consumer acceptance of the Gopay payment system, respondents must use the Gojek application and have completed more than three transactions to qualify. This study's data collection strategy is a questionnaire. This study's questionnaire consisted of research-related questions with a Likert scale ranging from 1 to 5 for responses indicating agreement or disagreement with the statements in the questionnaire. The collected data is then processed to obtain values that can be used for interpretation and as a basis for making decisions. Regarding this study, quantitative analysis served as the basis for decision making. Quantitative analysis is an analysis performed on numerical data and its discussion. In this study, the smart PLS program was utilized.

3. RESULT AND DISCUSSION

3.1 Struktural Model Test

The Structural Model Test was obtained using SmartPLS 3.0 by testing Bootstrapping. The level of confidence used is 95% with an inaccuracy limit of (α) = 5% where the t-statistic value used is 1.96.

Tabel 1. Path coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PU -> ATG	0,362	0,348	0,068	4,624	0,000
EU -> ATG	0,358	0,324	0,092	4,577	0,000
EP -> ATG	0,264	0,297	0,087	2,968	0,000

3.2 Discussion

The effect of perceived of usefulness on gojek users attitudes toward gopay

The Effect of Perceived of Usefulness, Easy to Use, Experience to Attitude User Gojek on Gopay, Parulian, et.al
122

According to research, the factor that most influences the attitude of Gojek users towards GoPay is convenience [2]. A questionnaire was distributed to 200 respondents in Jakarta via Gojek as part of this study. The study's findings indicate that convenience has a positive and significant effect on the attitude of Gojek users towards GoPay. This indicates that the more benefits Gojek users perceive from GoPay, the more likely they are to have a positive attitude towards GoPay. Inversely, the lower the perceived usefulness of GoPay by Gojek users, the less likely they are to have a positive attitude toward GoPay [11]. Gojek companies can increase the benefits of GoPay for their users by adding features that are useful for user needs, enhancing the quality of GoPay services, and making GoPay easier to use. Thus, Gojek users will feel that GoPay is increasingly useful for their needs, and their likelihood of having a favorable opinion of GoPay will increase [9], [13].

The effect of easy to use on gojek users' attitudes toward gopay

According to research, the factor that most influences the attitude of Gojek users towards GoPay is convenience [4]. The research employed a questionnaire distributed to 150 respondents in Bandung who use Gojek. Convenience has a positive and significant effect on the attitude of Gojek users towards GoPay, according to the findings of this study. This indicates that the more convenient it is for GoPay users to use Gojek, the more likely they are to have a favorable opinion of GoPay. Conversely, the more difficult it is for GoPay users to use Gojek, the less positive their perception of GoPay tends to be. To increase the positive attitude of Gojek users toward GoPay, Gojek companies can enhance the usability of GoPay by streamlining the payment process, providing clear instructions on how to use GoPay, and accelerating the payment speed. Thus, Gojek users will find GoPay simple to use, and their likelihood of having a favorable opinion of GoPay will increase [14]–[16]

The effect of experience on gojek users' attitudes toward gopay

According to research, the factor that most influences the attitude of Gojek users towards GoPay is experience [3]. A questionnaire was distributed to 100 respondents in Surabaya who use Gojek for transportation. The findings of the study indicate that experience has a positive and statistically significant effect on the attitude of Gojek users toward GoPay. This indicates that the more positive the experience Gojek users have with GoPay, the more likely they are to have a positive attitude towards GoPay. Inversely, the worse the experience Gojek users have with GoPay, the less likely they are to have a positive attitude towards GoPay. To increase the positive attitude of Gojek users toward GoPay, Gojek companies can enhance the user experience by enhancing the quality of GoPay services, minimizing common user issues, and providing clear instructions on how to use GoPay. Thus, Gojek users will have a positive impression of GoPay, and their likelihood of having a favorable opinion of GoPay will increase [17], [18]

4. CONCLUSION

The impact of expediency, experience, and convenience on GoPay users' attitudes can be substantial. The greater the utility of a service, the greater the likelihood that a user will have a favorable opinion of it. If GoPay has many useful features for its users, those users are more likely to have a favorable opinion of the service. The user's experience with GoPay can also influence their perception of the service. If the user's experience with GoPay is positive, the user's attitude toward GoPay will likely be more favorable. If the user's experience with GoPay is negative, the likelihood of the user having a negative attitude towards GoPay increases. Also influencing user attitudes toward GoPay is the service's usability. If GoPay is simple to use and has an intuitive interface, the likelihood that users will have a favorable opinion of the service will increase. Conversely, if GoPay is difficult to use or has a less intuitive interface, the likelihood of negative user attitudes toward GoPay will increase. Overall, expediency, experience, and convenience can have a significant impact on user attitudes towards GoPay. Therefore, it is essential for GoPay to continue to enhance its services so that it can offer greater benefits to its users and maintain the quality of its user experience and usability at all times.

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The Effect of Perceived of Usefulness, Easy to Use, Experience to Attitude User Gojek on Gopay, Parulian, et.al

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