

INTISARI

Layanan transportasi online banyak digunakan sebagai pilihan umum karena harganya yang tetap jika dibandingkan dengan ojek pangkalan. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap aplikasi Go-jek di Purwokerto. Model yang digunakan untuk menjelaskan kepuasan pengguna terhadap penerapan aplikasi Go-jek adalah Technology Acceptance Model (TAM) dengan 5 variabel. Hasil Uji Validitas yang diperoleh dari setiap variabel yang ada yaitu Perceived Usefulness, Perceived Ease Of Use, Attitude Toward Using, Behavioral Intention, Actual System Use, User Satisfaction, memiliki tingkat validitas 0.1680. Uji Reliabilitas yang diperoleh menggunakan Cronbach Alpha menunjukkan bahwa uji statistik yang didapat dari semua pertanyaan dinyatakan reliabel karena taraf signifikan lebih besar dari 0,6. Berdasarkan hasil uji normalitas disimpulkan bahwa semua data ber distribusi normal. Berdasarkan hasil uji multikolinieritas disimpulkan bahwa antar variabel independen tidak terjadi masalah multikolinieritas. Berdasarkan hasil yang diperoleh melalui Uji T-Test disimpulkan bahwa variabel Perceived Usefulness berpengaruh terhadap kepuasan pengguna aplikasi Gojek, variabel Perceived Ease Of Use tidak berpengaruh, variabel Attitude Toward Using berpengaruh, variabel Actual System Use tidak berpengaruh, sedangkan variabel Behavioral Intention tidak berpengaruh terhadap kepuasan pengguna aplikasi Gojek. Berdasarkan hasil Uji F-Test menunjukkan bahwa hasil uji statistik F pada data kuesioner menghasilkan nilai signifikan sebesar $0.000 < 0.05$ dan nilai F hitung $17.902 > F$ tabel 2 31, sehingga dapat disimpulkan bahwa antara variabel- variabel tersebut berpengaruh terhadap kepuasan pengguna aplikasi Gojek. Sehingga hasil penelitian ini menunjukkan bahwa tingkat implementasi aplikasi Gojek dikatakan sudah cukup baik sehingga pengguna merasa puas dalam menggunakan aplikasi tersebut.

Kata kunci: Transportasi online, metode TAM.

ABSTRACT

Online transportation services are widely used as a public choice because the price is fixed when compared to the base ojek. .This study aims to determine the factors that influence customer satisfaction with the Go-jek application in Purwokerto. The model used to explain user satisfaction with the Go-jek application is the Technology Acceptance Model (TAM) with 5 variables. Validity test results obtained from each variable, namely Perceived Usefulness, Perceived Ease Of Use, Attitude Toward Using, Behavioral Intention, Actual System Use, User Satisfaction, have a validity level of 0.1680. The reliability test obtained using Cronbach Alpha shows that the statistical test obtained from all questions is stated to be reliable because the significant level is greater than 0.6. Based on the results of the normality test it was concluded that all data had a normal distribution. Based on the results of the multicollinearity test it was concluded that between the independent variables there was no multicollinearity problem. Based on the results obtained through the T-Test it was concluded that the Perceived Usefulness variable had an effect on the satisfaction of Gojek application users, the Perceived Ease Of Use variable had no effect, the Attitude Toward Using variable had an effect, the Actual System Use variable had no effect, while the Behavioral Intention variable had no effect on satisfaction Gojek application users. Based on the results of the F-Test test, it shows that the results of the F statistical test on the questionnaire data yield a significant value of $0.000 < 0.05$ and the calculated F value of $17,902 > F$ table 2 31, so it can be concluded that these variables affect the satisfaction of Gojek application users. So the results of this study indicate that the level of implementation of the Gojek application is said to be good enough so that users feel satisfied in using the application.

Keywords: Online transportation, TAM method.