

RINGKASAN

Go-Jek merupakan salah satu perusahaan transportasi berbasis *online* di Indonesia dan juga merupakan perusahaan transportasi *online* pertama. Pada awalnya, Go-Jek hanya menyediakan jasa transportasi saja, tetapi sejalan dengan berkembangnya perusahaan, Go-Jek memperluas layanan jasanya ke bidang lain untuk memenuhi kebutuhan dan keinginan pelanggan, seperti makanan, jasa pembersih, hiburan, dsb. Go-Jek sukses bekerja sama dengan perusahaan lain untuk jasa mereka. Untuk meningkatkan kualitas jasa dan kepuasan pelanggan, Go-Jek memperkenalkan Go-Pay kepada pelanggan mereka, Go-Pay merupakan sebuah alat transaksi berbasis *e-money*, untuk menggunakan Go-Pay pelanggan diperlukan mengisi saldo terlebih dahulu. Pada saat pertama diluncurkan, pelanggan masih asing tentang *e-money* jadi mereka belum terlalu mengenal tentang Go-Pay, untuk mengatasi masalah itu Go-Jek memulai promo yang dimana pelanggan akan mendapatkan saldo gratis dan semenjak itu Go-Pay mulai berkembang. Untuk menarik lebih banyak pelanggan Go-Jek dalam menggunakan Go-Pay, Go-Jek member potongan harga pada setiap transaksi yang menggunakan Go-Pay dan potongan harga yang diberikan lebih dari cukup untuk menarik pengguna baru, terlebih dengan adanya sistem poin. Jadi, pertanyaannya adalah “Apakah Go-Pay sudah benar-benar diterima pelanggan?” untuk lebih tepatnya, pelanggan di daerah Bandung. Bandung merupakan kota komersil dengan latar belakang pelanggan yang beragam. Metodologi penelitian yang digunakan untuk studi ini ada kuantitatif menggunakan survey online, Google Form. Sample penelitian berjumlah 185 yang berasal dari pengguna Go-Jek di Bandung yang setidaknya pernah memakai Go-Pay sekali. Alat statistic SPSS dan AMOS digunakan untuk menganalisa data. Struktur model, termasuk *self efficacy*, *perceived ease of use*, *perceived usefulness*, *perceived risk*, *normative beliefs*, *attitude*, dan *behavioral intention*, dikembangkan berdasarkan *technology acceptance model* (TAM). Hasilnya menunjukkan bahwa TAM bisa menjadi alat teoritis untuk memahami penerimaan pelanggan terhadap Go-Pay.

Kata Kunci: Consumer Decision Making, Technology Acceptance Model, Self-Efficacy, Perceived Ease of Use, Perceived Usefulness, Perceived Risk, Normative Belief, Attitude, Behavioral Intention

SUMMARY

Go-Jek is one of online transportation provider in Indonesia and exactly the pioneer of online transportation trend. At first its only provide transport purpose only, however as the company growth, it extent into another field that can fulfill customer's needs and wants, such as foods, cleaning services, entertainment, etc. Go-Jek successfully cooperates with another company for their services. To increase the service quality and customer's satisfaction, Go-Jek introduced Go-Pay to their customer. Go-Pay is transaction feature from Go-Pay which use e-money, in order to use Go-Pay customer have to recharge their balance first. However, at that time the customer still have less knowledge about e-money so they weren't aware of Go-Pay yet, but Go-Jek started the promo where their customer got free balance and it starting to grow ever since. To attract more Go-Pay user, Go-Jek giving discount on every transaction using Go-Pay and the discounted prices were more than enough to attract customer especially with point system. So, the question is that "Is Go-Pay already accepted by the customer?" to be precise in this study by Bandung customer. Bandung is a commercial city which there is a lot of customers with different background. The research methodology used for this study is a quantitative using online survey, Google Form. The sample of this research is 185, came from Go-Jek users in Bandung who have used Go-Pay at least once. Statistical software SPSS and AMOS is used to analyze the data. The general structural model, which included self-efficacy, perceived ease of use, perceived usefulness, perceived risk, normative beliefs, attitude and behavioral intention, was developed based on the technology acceptance model (TAM). The result proof TAM to be a good theoretical tool to understand customer acceptance of Go-Pay.

Keywords: Consumer Decision Making, Technology Acceptance Model, Self-Efficacy, Perceived Ease of Use, Perceived Usefulness, Perceived Risk, Normative Belief, Attitude, Behavioral Intention