

ABSTRAKSI

ELIA MUARA KASIH SIHOMBING, Pengaruh Persepsi Risiko, Persepsi Manfaat, dan Persepsi Kemudahan Terhadap Minat Penggunaan Ulang Go-Jek (dibimbing oleh Rina Anindita)

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh persepsi risiko, persepsi manfaat, dan persepsi kemudahan terhadap minat penggunaan ulang Go-Jek. Hipotesis penelitian sesuai penelitian terdahulu yang menemukan bahwa masing-masing variabel bebas pada penelitian ini memiliki pengaruh terhadap minat penggunaan ulang Go-Jek. Penelitian menggunakan data primer dengan instrumen keuisian *online*. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan jumlah 75 responden. Data akan dianalisa melalui uji validitas, uji reliabilitas, dan analisis regresi linier berganda dengan menggunakan *software* statistik.

Hasil penelitian menyimpulkan bahwa persepsi risiko memiliki pengaruh positif terhadap minat penggunaan ulang Go-Jek. Hasil penelitian tersebut sesuai dengan hipotesis yang menyatakan bahwa persepsi risiko memiliki pengaruh terhadap minat penggunaan ulang Go-Jek. Sedangkan dua variabel lainnya, yaitu persepsi manfaat dan persepsi kemudahan, masing-masing memiliki tingkat signifikansi di atas 0,05 sehingga dapat dikatakan tidak memiliki pengaruh terhadap minat penggunaan ulang Go-Jek.

Kata Kunci: persepsi risiko, persepsi manfaat, persepsi kemudahan, minat penggunaan ulang, ojek online, go-jek

ABSTRACT

ELIA MUARA KASIH SIHOMBING, The Influence of Perceived Risk, Perceived Usefulness, and Perceived Ease of Use On Intention To Re-Use Go-Jek (supervised by Rina Anindita)

The purpose of this study is to analyse the influence of perceived risk, perceived usefulness, and perceived ease of use to intention to re-use Go-Jek. Based on previous researches, the hypothesis of this study stating that each independent variables have influence on intention to re-use Go-Jek. The research uses primary data with online questionnaire. Technique that used to collect samples is non-probability sampling with 75 respondents. Data will be analyzed with validity test, reliability test, and multiple linear regression analysis using statistic software.

The result of the study concluded that perceived risk have a positive influence on intention to re-use Go-Jek. This research is in accordance with the hypothesis stating that perceived risk have influence on intention to re-use Go-Jek. While two other variables, perceived usefulness and perceived ease of use, each has a significance more than 0,05 that means perceived usefulness and perceived ease of use did not have influence on intention to re-use Go-Jek.

Keywords: *perceived risk, perceived usefulness, perceived ease of use, intention to re-use, go-jek*