THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND TRUSTWORTHINESS ON THE CONSUMER'S INTENTION TO USE
(A Case Study of Go-Jek Indonesia)

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ABSTRACT

Introduction – In congested Indonesian cities like Jakarta and Bandung, the traffic seems to be a paramount problem for everyone. The new local startup company, Go-Jek, has tried to solve this transportation problem by providing a new option of public transportation: the motorbike taxi. By using a smartphone, the customer could book the driver and track him through the Go-Jek application featuring services include picking up and transporting the passenger, delivering items, and even running shop errands. With all those advantages offered by Go-Jek, some customers still have no intention to use the service, for the following reasons: They think that the service is not useful, they are not familiar with the application, and also they have no trust in Go-Jek.

Purpose – The purpose of this study is to understand the impact of perceived usefulness, perceived ease of use, and trustworthiness on the consumer's intention to use Go-Jek Indonesia.

Research Methodology – This research used a survey by distributing 372 questionnaires to respondents in Bandung, aged between 17-26, who are the target market of Go-Jek. Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to see how the independent variables (perceived usefulness, perceived ease of use, and trustworthiness) influence the dependent variable: intention to use.

Findings – The results of the study reveal that perceived usefulness, perceived ease of use, and trustworthiness are significant predictors of the consumer's intention to use. In addition, this study helps the company to understand how Indonesian customers perceive the Go-Jek brand.

Keywords: Perceived Usefulness, Perceived Ease of Use, Trustworthiness, Intention to Use, Go-Jek Indonesia

1. INTRODUCTION

Over the last decade, the internet has influenced shifting in many aspects of human life. By using the internet, people across the world can communicate and share information with each other. Gathering real-time information is one of the benefits that the internet has provided. The Internet has also become the medium for people across the world to trade. Businesses also use the internet in their activity, thus we called e-business. E-business according to Wikipedia is defined as the application of information and communication technologies (ICT) in support of all the activities of the business involved [28].

A new social enterprise called Go-Jek, that brings together experienced and trustworthy *ojek* (motorbike taxi) drivers, was launched in 2011. It is one example of e-business in Indonesia. Go-Jek achieves nationwide acknowledgment in Indonesia only recently through social media exposure. Go-Jek provides a new way of booking ojek by using an application that can be downloaded for free from the costumer's mobile phone. Go-Jek drivers can be booked and tracked through their mobile application. Services include picking up and transporting passengers, delivering items, and even running shop errands, so Go-Jek showed the potential to be the new and rising enterprise in Jakarta.

Go-Jek combines traditional transportation business with e-business. While online shopping and e-commerce have been very popular and common phenomena in Indonesia, issues about trust, safety, and convenience of the transportation business in Indonesia are still a big issue. Based on the preliminary research that has been conducted so far, many people are hesitant to use Go-Jek because they still have no trust in Go-Jek drivers. They are not sure about the drivers, whether they can do their job properly or not. Trust in the web-based vendor is one of the critical criteria for success in online commerce business [13].

In Jakarta and Bandung, there are a lot of people who are still not familiar with the Go-Jek application. They face difficulties when they want to book the drivers. As a result, they think that the Go-Jek service is not useful. For that reason, besides trust, this research will use perceived usefulness and perceived ease of use to measure acceptance of Go-Jek. Perceived usefulness and perceived ease of use are widely used in describing individual acceptance of new technology [16]. This research discusses the acceptance of Go-Jek in large cities in Indonesia by using the Technology Acceptance Model (TAM).

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The theoritical review was conducted in the earlier part of the study to identify relations among variables: perceived usefullnes, perceived ease of use, trustworthiness, and intention to use. Literature review is used to develop the hypotheses in this research.

Perceived Usefulness (PU) – defined as the degree to which a person believes that using a particular system would enhance his or her job performance [4].

Perceived Ease of Use (PEoU) – defined as the degree to which a person believes that using a particular system would be free from effort [4]. Also, perceived ease of use defined as the subjective perception by the customer regarding the amount of effort necessary to learn and use the technology [13]. Many previous studies have shown that perceived ease of use will determine **Intention to Use (ItU)** [1].

In the case of Go-Jek, customers can download the application from their mobile phones, which is free of charge via Google Apps or Apple Store. Users can then start using the apps: book the driver to run errands, to transport them, or to use any other features that the service provides as long as there is a high quality internet connection.

Looking at the nature of technology to be adopted, it seems apparent that **Quality of Internet Connection (QoIC)** is a crucial influence on ease of use of Go-Jek apps. The high quality internet connection will make using Go-Jek apps easy and convenient, while a bad internet connection will make it difficult to access Go-Jek apps. The quality of internet connection is measured by using stability and speed. It is believed that the quality of internet connection will impact the degree of perceived ease of use [22]. Therefore, it is hypothesized that:

H₁. Quality of Internet Connection (QoIC) is positively related to Perceived Ease of Use (PEoU) of Go-Jek Apps

Besides the quality of the internet connection, we think that ease of use of Go-Jek apps will be influenced by the level of self efficacy of customers in using their smartphones. **Self-Efficacy on Smartphone (SEoS)** refers to the way people see their ability to perform the task that is being given to them without no or minimum help from other people [26]. Operating Go-Jek apps will be entirely done on the smartphone, hence, operating Go-Jek apps will be easy if the user is able to operate smartphones fluently.

Therefore, the following hypothesis is put forward:

H₂. Self-Efficacy on Smartphone (SEoS) is positively related to Perceived Ease of Use (PEoU)

Trustworthiness (TW) – Trust is a situation that involves trustor and trustee [18]. Trustor is the person who is willing to rely on the actions of trustee. The action is going to take place in the future. Trustor will have to bare the risk of uncertainty about the results of trustee's actions. Trustor can only develop and evaluate expectations.

Trust is the mutual confidence that no party in an exchange will exploit other's vulnerabilities. Hence, trust is a relationship between two parties. Meanwhile, trustworthiness is a quality that is being possessed by one party. An exchange partner is trustworthy when it is worthy of the trust of other party [3].

A study online website trust shows that trust is a result of **Brand Knowledge (BK)** [13]. People tend to have trust to something that is familiar and easy to grasp for them. In this research of a new enterprise, it is crucial for Go-Jek to demonstrate clear information about how to use the application. It is important for them to show to society that Go-Jek is an application that they can trust. The amount of the company's information that is accessible to potential clients plays a big role in initiating trust to company [22].

Therefore, the following hypothesis is put forward:

H₄. Brand Knowledge (BK) is positively related to Trustworthiness (TW)

Social influence (SI) is the degree to which a person listens to other people's opinions, how important social image is for him or her, and how far a person relies on his or her own opinion [22]. As social creatures, it is natural for us to want to be part of a group, to behave within norms that are received by that group, and to listen to their opinion. It is logical to think that it is easier for us to trust a product if the people we know (our group) is also using or recommending it to us that product [17].

Therefore, the following hypothesis is put forward:

H₃. Social Influence (SI) is positively related to Trustworthiness (TW)

Besides being the most consistent strong determinant of user intention accross many empirical test, perceived usefulness is influenced by perceived ease of use [24]. The research states if other things are equal then the easier the system is to use, the more useful it can be.

Therefore, the following hypothesis is put forward:

H₅. Perceived Ease of Use (PEoU) is positively related to Perceived Usefulness (PU)

Perceived ease of use refers to "the degree, to which the user expects the target system to be free of effort", while perceived usefulness describes the individual's "subjective probability, that using a specific application system will increase his or her job performance within an organizational context" [4].

Perceived usefulness is defined as a subjective perception by the customer regarding the site's utility in his or her shopping task [13]. Perceived usefulness has been considered by many to be an important measure of technology acceptance [27]. In order to increase the internet user's willingness to purchase, the website has to provide the user with more useful information on their product, make their search engine work faster, and be easier to access [25]. An application that is easy to use and useful is key to affecting customers willingness to use the application. An application has to fullfill both criteria of: ease of navigate and the provision of an efficient and effective shopping (usage) experience for its customers in order to be perceived by customers to be able to fullfill their shopping needs, hence increase likelihood that customers will use the application [13].

Perceived ease of use and perceived usefulness has long been considered as a robust model for understanding how users develop attitudes toward technology and when they decide to adopt it [13].

In this research, we would also mention trustworthiness as a predictor of intention-to-use variable. Lack of trust is one of the main reason customers feel reluctant to try and use new applications or new technology [1].

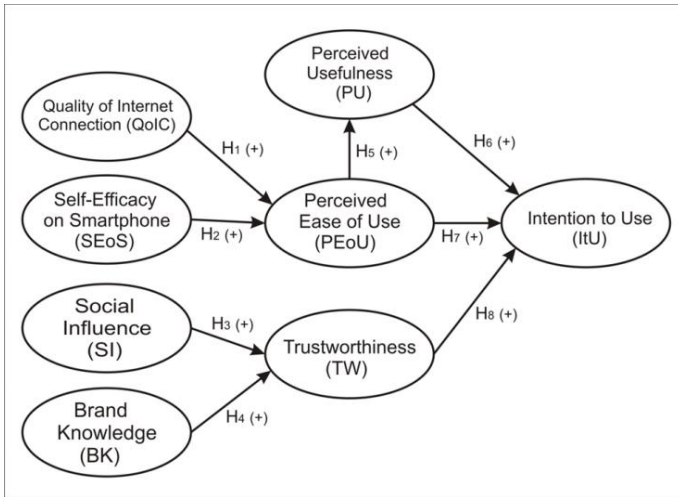Therefore, the hypothesis is proposed that:

H₆. Perceived Usefulness (PU) is positively related to Intention to Use (ItU)

H₇. Perceived Ease of Use (PEoU) is positively related to Intention to Use (ItU)

H₈. Trustworthiness (TW) is positively related to Intention to Use (ItU)

In **Figure 1** below we can see the conceptual framework of this research.

Figure 1. Conceptual Framework

3. RESEARCH DESIGN

3.1. Research Methodology

Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to test all the hypotheses. In this research, the survey method has been developed for collecting primary data. The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate [21]. In this research, the population covers every person in Indonesia who has sufficient knowledge about Go-Jek.

Because the limitation of time, cost, and energy, in this research we use a sample which was taken from the population. Sample is a subgroup or subset of the population. By studying the sample, researchers should be able to draw conclusions that are generalizable to the population of interest [21].

Sampling technique is a technique used to take the samples [23]. The sampling technique in this research uses nonprobability sampling, which means that the elements in a population do not have any probabilities attached to them being chosen consists of sample of subjects. Subsequently, the sampling technique which is used in this research is a convenience sampling. This refers to a collection of information from members of the population who are conveniently available to provide it [21].

As derived from the guideline for sample size decisions, if the number of population is 1,000,000 or more, the minimum sample size should be 384 [14]. Because the number of population in this research is unknown, the researcher distributed 450 questionnaires to undergraduate students of Parahyangan Catholic University (UNPAR), who are the potential target market of Go-Jek Indonesia. However, there are only 372 questionnaires that were filled in completely. Sample sizes larger than 30 and smaller than 500 are appropriate for most research projects. Also, the minimum sample size by using PLS-SEM should be 10 times the maximum number of arrowheads pointing at a latent variable in the PLS path model

[7]. Since the number of arrowheads pointing at the latent variable in this research is 8, the minimum sample in this research should be 80 respondents. Based on above criteria, the number of samples in this research is considered to be sufficient.

3.2. Measurement

A set of questionnaires has been adopted from many kinds of background literature. In this research, there are 8 latent variables, with three to five item questions for each variable. The questionnaire is designed by using the five-point Likert scale, with (1) representing seriously disagree and (5) representing seriously agree. To make sure that the credibility of the findings is good, reliability and validity of the measurement tools of the construct are very important. It is prominent because in social studies constructs are often cannot be directly observed and mostly ambiguous. Reliability and validity help to establish the truthfulness, credibility, or believability of findings [19].

In this research, some experts were selected to validate the instrument's measures using face validity. Face validity is a validity concept which try to make sure that the items that are intended to measure the concept, on the face of it, seems like it actually do [21]. Face validity describes how well the test appears to measure (judging by its appearance) what it was designed to measure.

4. RESULT

4.1. Descriptive Statistics

There are 372 questionnaires that were filled in completely, with a combination of 56% for male and 44% for female respondents. The descriptive statistics of respondents can be seen in the **Figure 2**.

Figure 2. Age Profile of Respondents
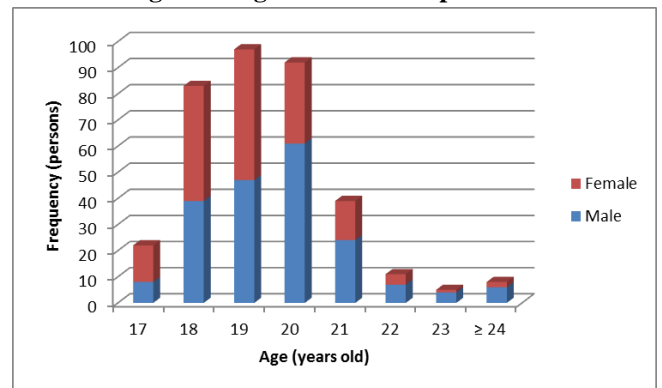
All of the respondents are undergraduate students at UNPAR, so their age is ranged between 17-25 years old. Because all of them are undergraduate students, they are still receiving money from their parents. Most of them have an income of under Rp 1,500,000 per month. From the statistics description above, it can be concluded that the sample used is middle to upper class youth, which is the potential target market for Go-Jek.

From **Table 1**, we can discern that 37.9% of the respondents has tried Go-Jek for picking up and transporting passengers, delivering items, and running shop errands. Besides that, the other 62.1% respondents had never uses Go-Jek before.

**Table 1. Go-Jek Frequency Usage
Based on Income per Month**

Income per month	Do you have ever used Go-Jek?		
	Frequency (persons)		
	NO	YES	TOTAL
≤ Rp 700.000	57	17	74
Rp 700.001 - Rp 1.000.000	50	38	88
Rp 1.000.001 - Rp 1.500.000	52	37	89
Rp 1.500.001 - Rp 2.000.000	36	25	61
Rp 2.000.001 - Rp 3.000.000	25	15	40
> Rp 3.000.000	11	9	20
TOTAL	231	141	372

4.2. Validity and Reliability Test

Construct validity is the measure of how well the results obtained from the use of the measure suitable with the theories which the test is designed [20]. This research uses convergent and discriminant validity to evaluate construct validity. Convergent validity is achieved when the value of two different instruments measuring the same concept are highly correlated.

To assess the convergent validity of our measurement instrument, we can use the table of indicator loadings and cross-loadings [7 –

9]. A measurement instrument with good convergent validity means that the question-statements (or other measures) that measures each latent variable are understood by the respondents in the same way as they were intended by the designers of the measures.

There are two criteria recommended to be the basis of a measurement model to have an acceptable convergent validity: the p-values associated with the loadings are lower than 0.05, and the loadings themselves are equal to or greater than 0.5. Indicators that do not meet these criteria may be considered for removal or reassignment to other latent variables. In this research, all of the questionnaire items met the criteria given, so the convergent validity is confirmed.

Also, to check the convergent validity, the Average Variance Extracted (AVE) on each latent variable is evaluated [15]. Based on **Table 2**, it is found that all of the loadings are greater than 0.7 and all of the AVE values are greater than the acceptable threshold of 0.5 [2], so convergent validity is confirmed.

To establish discriminant validity this research will use the following manner: if based on theory, two variables are predicted to be not correlated, and the result of measuring them are found to be so, then it is safe to say that discriminant validity is established.

Table 2. AVE, Loadings, CR, and CA of Variables

Construct	Item	Questionnaire	Loadings	Others
Social Influence (SI) AVE: 0.530	SI_1	I would use Go-Jek if my friends/ colleagues recommend.	0.862	Composite Reliability (CR):0.813 Cronbach's Alpha (CA): 0.691
	SI_2	I would use Go-Jek if my friends/ colleagues also use it.	0.841	
	SI_3	My friends/ colleagues think that I should use Go-Jek when I need any service to purchase/deliver goods.	0.539	
	SI_4	My friends/ colleagues think that I should use Go-Jek when I need a transportation service using a motorbike taxi.	0.618	
Brand Knowledge on Go-jek (BK) AVE: 0.763	BK_1	I know every service offered by Go-Jek.	0.898	CR: 0.928 CA: 0.896
	BK_2	I have sufficient information about the Go-Jek Application.	0.910	
	BK_3	I know about the promotion provided by Go-Jek.	0.833	
	BK_4	I know how to make a reservation of Go-Jek.	0.851	
Quality of Internet Connection (QoIC) AVE: 0.753	$QoIC_1$	I have adequate internet access on my smartphone.	0.849	CR: 0.924 CA: 0.891
	$QoIC_2$	I could easily access the internet on my smartphone.	0.893	
	$QoIC_3$	The quality of internet connection on my smartphone is good enough and stable.	0.884	
	$QoIC_4$	Overall, I'm satisfied with the internet connection on my smartphone.	0.845	
Self-Efficacy on Smartphone (SEoS) AVE: 0.731	$SEoS_1$	I can operate my smartphone smoothly.	0.880	CR: 0.891 CA: 0.814
	$SEoS_1$	I can easily learn and operate new applications on my smartphone.	0.896	
	$SEoS_1$	I could solve every problem that occurs on my smartphone without any help from other people.	0.785	
Perceived Usefulness (PU) AVE: 0.761	PU_1	The Go-Jek service really helps me in terms of purchasing/delivering goods.	0.865	CR: 0.927 CA: 0.896
	PU_2	Go-Jek really helps me when I need a motorbike taxi service.	0.865	
	PU_3	With the Go-Jek service, I can save my time and energy when I need the services of purchasing/delivering goods.	0.877	
	PU_4	Overall, Go-Jek services are really useful for me.	0.883	

Table 2. AVE, Loadings, CR, and CA of Variables (continued)

Construct	Item	Questionnaire	Loadings	Others
Perceived Ease of Use (PEoU) AVE: 0.739	$PEoU_1$	The Go-Jek Application is easy to understand.	0.885	CR: 0.918
	$PEoU_2$	Learning Go-Jek Application doesn't require great effort for me.	0.747	
	$PEoU_3$	I feel comfortable using the Go-Jek Application.	0.891	CA: 0.880
	$PEoU_4$	Overall, I think that the Go-Jek Application is easy to use.	0.905	
Trustworthiness (TW) AVE: 0.605	TW_1	I feel secure with the information that I fill on the Go-Jek Application.	0.751	CR: 0.884
	TW_2	I believe that the Go-Jek courier will deliver the goods I order quickly and accurately.	0.838	CA: 0.835
	TW_3	I feel secure with the safeness of goods delivered by Go-Jek courier.	0.833	
	TW_4	I feel secure to be driven by the Go-Jek driver (because they drove systematically)	0.720	
	TW_5	I think that the rates that I paid are appropriate with the distance.	0.703	
Intention to Use (ItU) AVE: 0.635	ItU_1	I will try to use the service that Go-Jek has provided me when I need a pick-up service.	0.740	CR: 0.874
	ItU_2	I will try to use the service that Go-Jek has provided me when I need *ojek* transportation.	0.809	CA: 0.808
	ItU_3	If I feel satisfied, I will use the Go-Jek's service regularly.	0.785	
	ItU_4	I will tell / recommend the Go-Jek service to my colleagues	0.850	

The square root of AVE in each latent variable can be used to establish discriminant validity [6]. To do this, **Table 3** is created in which the square root of AVE written in **[bold]** on the diagonal of the table. The correlations between the latent variables are placed in the lower left triangle of the table. Because all of the AVE values is larger than other correlations among the latent variables, discriminant validity is confirmed.

A reliability test is used to measure the stability and consistency in which the instrument measures the concept and helps to assess the goodness of a measure [21]. In this research, inter-item consistency's reliability is used to check the internal consistency of the measure, which is indicative of the homogeneity of the items in the measure that tap the construct. Inter-item consistency of reliability is a test of consistency of the respondents' answer to all the items in a measure. To the degree that items are independent measures of the same concept, they will be correlated with each another. Traditionally, Cronbach's Alpha is used to measure internal consistency reliability in social science research, but it tends to provide a conservative measurement in PLS-SEM. Prior literature has suggested the use of Composite Reliability as a replacement [2 – 8]. From **Table 2**, all of the Composite Reliability values are shown to be larger than 0.6, so high levels of internal consistency reliability have been demonstrated among all reflective latent variables.

Table 3. Correlations Among Variables and the Square Root of AVE

	ItU	PU	PeOU	TW	BK	SI	SEoS	QoIC
ItU	**[0.797]**	-	-	-	-	-	-	-
PU	0.617	**[0.872]**	-	-	-	-	-	-
PeOU	0.583	0.714	**[0.859]**	-	-	-	-	-
TW	0.608	0.625	0.621	**[0.778]**	-	-	-	-
BK	0.531	0.699	0.743	0.582	**[0.873]**	-	-	-
SI	0.633	0.550	0.540	0.555	0.434	**[0.728]**	-	-
SEoS	0.364	0.259	0.327	0.249	0.358	0.293	**[0.855]**	-
QoIC	0.283	0.204	0.293	0.194	0.279	0.332	0.501	**[0.868]**

Table 4. Hypotheses Testing Results

Hypotheses	Path	Path Coefficient	Standard Error	P-values	Result
$H_{1\,(+)}$	QoIC → PeOU	0.177	0.045	< 0.001	SUPPORTED
$H_{2\,(+)}$	SEoS → PeOU	0.257	0.045	< 0.001	SUPPORTED
$H_{3\,(+)}$	SI → TW	0.370	0.045	< 0.001	SUPPORTED
$H_{4\,(+)}$	BK → TW	0.419	0.045	< 0.001	SUPPORTED
$H_{5\,(+)}$	PEoU → PU	0.717	0.045	< 0.001	SUPPORTED
$H_{6\,(+)}$	PU → ItU	0.305	0.045	< 0.001	SUPPORTED
$H_{7\,(+)}$	PEoU → ItU	0.205	0.045	< 0.001	SUPPORTED
$H_{8\,(+)}$	TW → ItU	0.282	0.045	< 0.001	SUPPORTED

4.3. Result Analysis

Once the construct measures have been confirmed as reliable and valid, the next step is to examine the p-values for the APC, ARS, and AARS to be equal or lower of the significance level of 0.05. In this study, since all of the p-values for the APC, ARS and AARS are lower than the significance level of 0.05 (p-value < 0.001), the model is claimed to be significant.

The VIF value is also checked, which is also provided for the indicators of all latent variables. These can be used for indicator redundancy assessment. It is recommended that VIFs be lower than 5. In this study, the AVIF value is 1.646 and AFVIF value is 2.219. That means that there is no multicollinearity in this model.

Accordingly, the significance of the path coefficients, standard error, R^2 and Q^2 is assessed. There are 8 hypotheses to be tested. Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to test all of the hypotheses. As the result that is mentioned in **Table 4**, all of the hypotheses in this research are accepted.

The coefficient of determination (R^2) is the measure of the model's predictive accuracy. Another way to view R^2 is that it represents the exogenous variable's combined effect on the endogenous variable(s). This effect ranges from 0 to 1 with 1 representing complete predictive accuracy. Because R^2 is embraced by a variety of disciplines, scholars must rely on a "rough" rule of thumb regarding an acceptable R^2, with 0.75, 0.50, 0.25, respectively, describing substantial, moderate, or weak levels of predictive accuracy [8].

Table 5. R^2 and Q^2

Endogenous Latent Variable	R^2	Q^2
Intention to Use (ItU)	0.488	0.489
Perceived Usefulness (PU)	0.514	0.514
Perceived Ease of Use (PEoU)	0.140	0.140
Trustworthiness (TW)	0.454	0.454

As we can see in **Table 5,** the coefficient of determination (R^2) is 0.488 for Intention to Use. This means that the three latent variables (Perceived Usefulness, Perceived Ease of Use, and Trustworthiness) explain 48.8% of the variance of Intention to Use. The model was found to be statistically significant, because p-value < 0.001, less than the significance value of 0.05. The result supports results of previous research [1 - 13 – 27] that stated Intention to Use is influenced by Perceived Usefullness, Perceived Ease of Use, and Trustworthiness.

Also, in this model it was found that Perceived Ease of Use significantly affects Perceived Usefulness, with coefficient determination (R^2) = 0.51. The easier it is for customers to use the product, the more they think the product is useful for them. As the research's result suggested, we can say that the easier it is for customers to use Go-Jek apps, understand how to use it, download it, the more they think that Go-Jek apps is a useful application for them. The more useful they think the application is, the higher their intention is to use the application.

Perceived Ease of Use was significantly influenced by Quality of Internet Connection and Self-Efficacy on Smartphone, with the coefficient of determination (R^2) = 0.14. The better the quality of internet connection and the easier customer feel it is for them to operate their smartphone will determine how easy it is for them to use Go-Jek apps, hence these factors influence the Perceived Ease of Use of Go-Jek apps.

Trustworthiness is significantly influenced by Social Influence and Brand Knowledge, with the coefficient of determination (R^2) = 0.454. By giving clear information about how to use the product, what the product really does, and how to purchase the product, will improve trust of customers or potential customers to the product [13]. In this case, the customer's trust in Go-Jek apps.

Social Influence is another factor that influences Trustworthiness. The result of this research supports the previous research [17 – 22] that consumer's trust in a product can be embedded more easily if other people who are significant to the consumer are also using or recommending the product.

Figure 3. Proposed Model
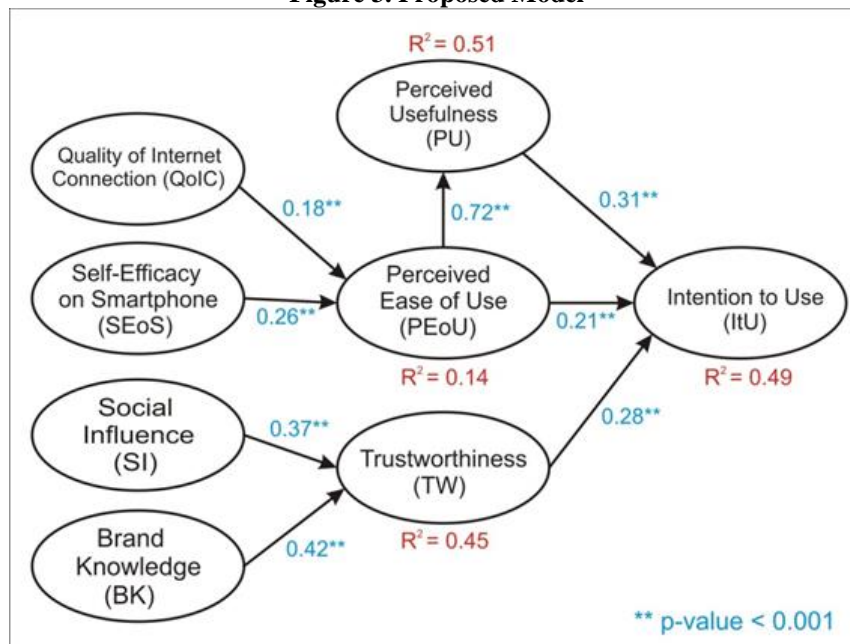
5. CONCLUSION

The objective of this study is to identify the factors that could influence customers to use Go-Jek. From this research, it can be concluded that the consumer's Intention to Use is influenced by Perceived Usefulness, Perceived Ease of Use, and Trustworthiness. The path coefficients indicate strong support for the fact that:

- ✓ Perceived Usefulness, Perceived Ease of Use, and Trustworthiness are the significant predictors of Intention to Use.
- ✓ Perceived Usefulness is the most important factor to influence the customer's Intention to Use. Perceived Usefulness is greatly influenced by Perceived Ease of Use.
- ✓ Trustworthiness is the second most important factor to influence the customer's Intention to Use. Trustworthiness is significantly affected by Social Influence and Brand Knowledge, with the coefficient of determination (R^2) = 0.45.
- ✓ Perceived Ease of Use the third most important factor to influence the customer's Intention to Use. Perceived Ease of Use is significantly affected by Quality of Internet Connection and Self-Efficacy on Smartphone, with the coefficient of determination (R^2) = 0.14.

This research is not without limitations. The respondents from this research came from a relatively similar occupation and age backgrounds. It is interesting to find out how the proposed model will work for older respondents, for example the age of a more mature market such as young executives in Jakarta in their mid 30s. Will they still want to use Go-Jek or not? It is also interesting to see if gender influences the willingness to use Go-Jek. Will women be more reluctant to use Go-Jek or not?

From the conclusions above it is clear that if Go-Jek wants society to accept and use their service, they have to make sure that information about Go-Jek (how to use, how to download the apps, how to make reservation using the apps, etc.) is abundant and easily accessible for their target market. The results show it is apparent that people will be more eager to use applications that are familiar to them and/or being used by the people they know and trust.

It is also imperative that Go-Jek make sure that it will not violate the trust that has been given by their consumers to Go-Jek. Go-Jek will have to make sure that errands arrived at the right place, to the right person, in the shortest possible time.

Last but not least, Go-Jek should continously educate society to make it easier for them to use Go-Jek in order for Go-Jek to be able to reach a broader and wider target market.

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