American Journal of Engineering Research (AJER) ***2023***
American Journal of Engineering Research (AJER)
e-ISSN: 2320-0847 p-ISSN : 2320-0936
Volume-12, Issue-8, pp-95-104
www.ajer.org
Research Paper Open Access

Analysis of Gojek Application Acceptance With Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) Model (Study on Banjarmasin City Communities)

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ABSTRACT : *Analysis of Gojek Application Acceptance using Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) Model (Study on Banjarmasin City Society). RR. Yulianti Prihatiningrum (Supervisor). This research aims to analyze the acceptance of Gojek consumer in Banjarmasin using Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model. Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit as exogeneous variables and Intention to Reuse and Use Behavior as endogenous variables. The type of research is explanatory research. The population in this study are Banjarmasin society who have used Gojek online application. Sampling technique using purposive sampling method. The sample size is 100 people. Data analysis using Structural Equation Model (SEM) which is component or variance based with Partial Least Square (PLS) using SmartPLS 3.0 software. The result showed that Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Habit have an effect on Intention to Reuse. Meanwhile Hedonic Motivation and Price Value have no effect on Intention to Reuse and Facilitating Conditions, Habit and Intention to Reuse have an effect on Use Behavior.*
KEYWORDS*: UTAUT 2, Intention to Reuse, Use Behavior.*

Date of Submission: 24-07-2023 Date of acceptance: 06-08-2023

I. INTRODUCTION

Sharing Economy, a trending business concept that has recently emerged as an innovative business model where people collaboratively use underutilized resources in innovative ways (Cohen & Kietzmann, 2014). According to Gansky (2010), a sharing economy is a socio-economic system developed on the sharing of resources, human or physical, and consisting of the creation, production, distribution, marketing and shared consumption of goods and services by people or organizations.

One of the sharing economy platforms in Indonesia, Gojek, is a popular application-based multi-service technology platform in Indonesia. Gojek's popularity can be seen from the rankings on Apple and Android, where Gojek is the Top 3 in the Travel category in the App Store and first place in the Top Free Travel & Local category in the Play Store. As of March 2019, the Gojek application has been downloaded more than 142 million times, with more than 2 million driver partners (CNBC Indonesia, 2019). Gojek is a social-minded technology company from Indonesia that aims to improve the welfare of workers in various informal sectors in Indonesia (Gojek, 2019). Founded in 2010 in Jakarta by Nadiem Makarim, Gojek was originally a two-wheeled transportation company that could be ordered by phone call. Now Gojek has grown into a leading on-demand mobile platform and application. Entering the category of the transportation information technology industry, Gojek has until now provided a full range of services ranging from transportation, logistics, payment, food delivery, and various other on-demand services. Gojek now operates in more than 50 cities in Southeast Asia, and will be with more in the coming years (Gojek, 2019). Gojek Group Head of Transport Raditya Wibowo revealed that all active Gojek

users have reached 20 million people. This figure represents 10 percent of Indonesia's productive age population (Republika, 2020).

Until now, Gojek continues to develop in Banjarmasin. The development of Gojek is certainly inseparable from technological developments, especially smartphones. In addition, consumers' choice of switching from conventional services to online services is of course due to various reasons. Researchers have conducted a survey of 20 respondents who live in Banjarmasin and have used Gojek services. The three main reasons respondents chose to use Gojek were because the application was easy to use (35%), they were used to using it compared to other platforms (20%), and the response was fast (20%). These results indicate that Gojek already has user-friendly quality applications, and respondents are used to using Gojek compared to others.

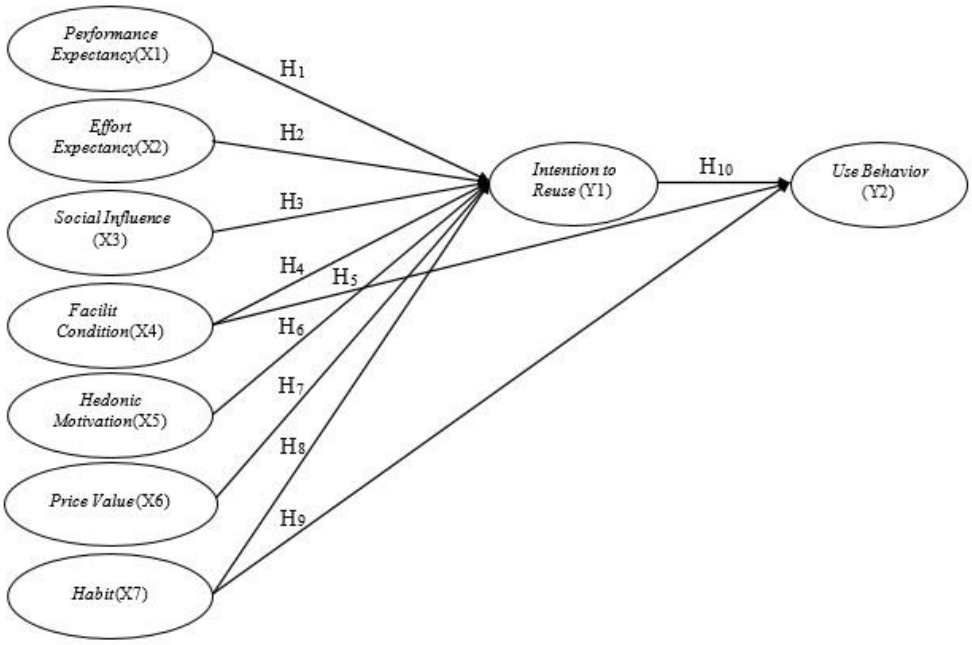
In this study, we will analyze the extent of the adoption of the Banjarmasin community in using the Gojek application using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) approach. UTAUT is a technology acceptance model which is the result of a review and synthesis of eight previous technology use models. UTAUT has screened important and probable factors related to the prediction of behavioral intention to use technology and the use of technology especially in organizational contexts. UTAUT aims to explain user intentions to use information systems and subsequent usage behavior (Venkatesh et al., 2003). Since its publication, UTAUT has been used as a basic model and has been applied to various technology studies. There are many applications and replications of this model that have contributed.

II. THEORITICAL BASIS

The Unified Theory of Acceptance and Use of Technology or UTAUT is a technology acceptance model designed by Venkatesh, Morris, Gordon Davis and Fred Davis in 2003 which is the result of a review and synthesis of eight models of technology use, namely: Theory of Reasoned Action (TRA), Technology Acceptance Models (TAM), Motivational Model (MM), Theory of Planned Behaviour (TPB), Combined TAM and TPB (C-TAMTPB), Model of PC Utilisation (MPCU), Innovation Diffusion Theory (IDT), Social Cognitive Theory (SCT).

III. CONCEPTUAL FRAMEWORKS

The following figure describes the conceptual framework for research research (Model Venkatesh et al. (2012).



IV. RESEARCH METHODS

The research conducted includes explanatory research, which explains the causal relationship between the variables that influence the hypothesis. The research was conducted in Banjarmasin City with the object of research, namely Gojek.

The analytical method used is SEM PLS Analysis, with 100 samples with sample criteria in this study are: 1) Minimum age 17 years, 2) Domiciled in Banjarmasin, 3) Have ordered and used the Gojek application at least 3 times in the last 3 months and 4) Variables and Operational Definitions of Variables.

Variable	Operasional Definition	Indicator	Source
Performance Expectancy	The degree to which a person believes that using Gojek will help him gain an advantage in job performance.	1. Gojek is useful for everyday life 2. Using Gojek helps get things done that matter 3. Using Gojek helps get things done faster 4. Using Gojek helps productivity	Venkatesh *et al.* (2012)
		5. Using Gojek increases time efficiency	PalauSaumell *et al.* (2019)
Effort Expectancy	The level of ease associated with using the Gojek application.	1. The Gojek application is easy to use studied 2. The Gojek application has several features clear 3. The Gojek application has understandable features 4. The Gojek application is easy to use 5. The Gojek application is user-friendly	Venkatesh *et al.* (2012)
Social Influence	The extent to which an individual perceives that important people believe that he should use Gojek.	1. The family suggests using Gojek 2. Friends influence to use Gojek 3. Known people suggest using Gojek	Venkatesh *et al.* (2012)
		4. The people around use Gojek	Indrawati & Putri (2018)
		5. The people around support the Gojek service	Foon & Yin-Fah (2011)
Variable	Operasional Definition	Indicator	Source
Facilitating Condition	Consumer perceptions of the resources and support available for using Gojek.	1. Have the necessary resources (eg: smartphone) to use Gojek 2. Have sufficient knowledge to use Gojek 3. Gojek supports other applications used 4. Can get help from other people (customer service, family or relatives) when having trouble using the application gojek	Venkatesh *et al.* (2012)
		5. All features in the Gojek application are easy to understand	Foon & Yin-Fah (2011)
Hedonic Motivation	The pleasure that comes from using Gojek.	1. Feel happy using Gojek 2. Feel comfortable using Gojek 3. Enjoy Gojek services	Venkatesh *et al.* (2012)
		4. Gojek provides a different experience 5. Using Gojek to try new things	Yim *et al.* (2014)
Price Value	*Consumer cognitive trade off between perceived benefits and monetary costs for using Gojek.*	1. Tariffs for Gojek services are in accordance with their quality 2. By using Gojek, users get many benefits at an affordable cost 3. The current Gojek service rates are in accordance with those offered	Venkatesh *et al.* (2012)
		4. Save money using Gojek more than other similar applications	Singh & Matsui

		5. Likes to look for promos on the Gojek application	(2017)
Habit	The extent to which people tend to use Gojek automatically because they learn.	1. Use Gojek more often than other similar applications 2. Prefer Gojek services compared to other similar applications 3. If you need online services, choose to use Gojek. 4. Using Gojek has become a familiar thing	Venkatesh *et al.* (2012)
		5. Using Gojek is part from routine	Indrawati & Putri (2018)
Intention to Reuse	A proportion that relates itself to future actions to use Gojek.	1. Willing to continue using Gojek in the future 2. Will reuse Gojek in daily life 3. Plan to use Gojek more often	Venkatesh *et al.* (2012)
		4. Will be back using Gojek in the near future	Foon & Yin-Fah (2011)
		5. If possible, prefer to use Gojek over conventional services	Carlsson *et al.* (2006)
Use Behavior	The physical and mental actions involved in combine the information found into the existing information base on someone to use Gojek.		Ram & Jung (1989)
		1. Open the Gojek application more than once a day 2. Have used several services in the Gojek application 3. Prefer to use Gojek when available 4. Conduct most transactions (transportation or other services) online 5. Tend to use Gojek whenever possible	Al-Qeisi *et al.* (2015)

V. ANALYSIS AND DISCUSSION

General Description of the Research Object

Gojek is an Indonesian company that provides various online services which was founded by Nadiem Makarim in 2010 in Jakarta. Starting as a two-wheeled transportation company via telephone call, Gojek has now grown into a leading on-demand mobile platform and application that provides a complete range of services ranging from transportation, logistics, payments, food delivery services, and various other on-demand services (go -jek, 2017).

Gojek is a social-minded technology company that aims to improve the welfare of workers in various informal sectors in Indonesia. Gojek's activities are based on three core values, namely:

1. Speed: Move fast, push boundaries.
2. Innovation: Solving problems on a large scale.
3. Social Impact: Transforming lives, inspiring change.

Gojek's mission is "Provide Social Impact Through Technology". Starting with telling everyone that Gojek is a genuine Indonesian startup with a social mission. Gojek wants to improve social welfare by creating market efficiency. through technology, Gojek seeks to spread social impact, namely a better life for drivers and their families by increasing the amount of their income.

Gojek's main service is very important for cities with heavy traffic levels such as Jakarta and other cities where Gojek operates. Gojek offers great benefits for both customers and service providers (gojek, 2017).

In 2016, Gojek became the first unicorn company in Indonesia. In fact, Gojek is one of Fortune's 20 companies that changed the world. In 2018 Gojek also enlarged its business by expanding to Vietnam and Thailand (Gojek, 2019).

Gojek continues to grow and provide more and more complete services to meet the needs of the community. Until now, Gojek provides various products with several categories, namely:

1. Transport and Logistics: GoRide, GoCar, GoSend, GoBox and Go Bluebird.
2. Payment: GoPay, GoBill, GoPaylater, GoGive, GoSure, GoInvest and GoCorp.
3. Order Dining and Shopping: GoFood, GoMart, GoMed and GoShop.
4. Entertainment: GoPlay and GoTix.
5. Business: GoBiz, Midtrans, Moka, GoStore and Selly.

Characteristics of Research Respondents

Respondents in this study were residents of Banjarmasin City who had ordered and used Gojek at least three times in the last three months with a total sample of 100 people. The distribution of the questionnaire will be carried out online in December 2021.

Base on Gender

The characteristics of respondents based on gender are described in the following table:

No.	Gender	Amount	Percentage
1	Male	52	52%
2	Female	48	48%
	Amount	100	100%

Source: Data Primer, proceed (2021)

Base on Age

The characteristics of respondents based on age are described in the following table:

No.	Age	Amoun	Percentgse
1	17-20	4	4%
2	21-30	80	80%
3	31-40	12	12%
4	> 41	4	4%
	Amount	100	100%

Source: Data Primer, proceed (2021)

Base on Work

The characteristics of respondents based on work are described in following table:

No.	Job	Amount	Percentage
1	Government's employees/Army/Police	10	10%
2	Empolyees	48	48%
3	self-employed	22	22%
4	Student	14	14%
5	Others	6	6%

	Amount	100	100%

Source: Data Primer, proceed (2021)

Base on Monthly expenses

The characteristics of respondents based on monthly expenses are described in the following table:

No.	Monthly Expenses	Amount	Percentage
1	< Rp 2.000.000	38	38%
2	Rp 2.000.000 – Rp 5.000.000	38	38%
3	> Rp 5.000.000	24	24%
	Jumlah	100	100 %

Source: Data Primer, proceed (2021)

Base on Hypothesis Testing Result

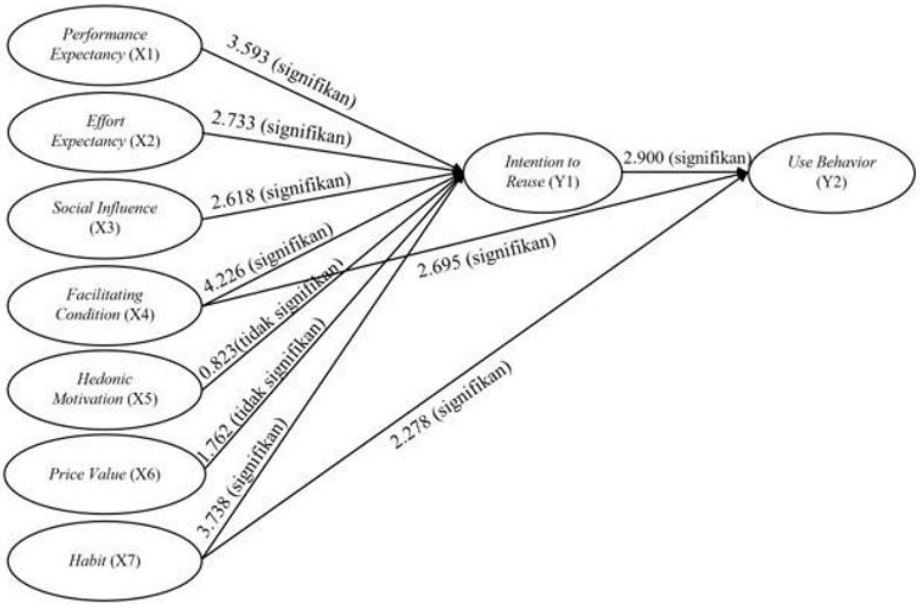
In assessing the structural model with PLS, look at the R-square results for each dependent latent variable. Following are the R-square results using SmartPLS as in the following table:

Variable	***R-square***
Intention to Reuse (Y1)	0.806
Use Behavior (Y2)	0.735

Source: Data Primer, proceed (2021)

Based on Table 5.18, the influence model of X1, X2, X3, X4, X5, X6 and X7 on Y1 gives an R-square value of 0.806 which can be interpreted that the variability of the Y1 construct can be explained by the variability of the constructs X1, X2, X3, X4, X5, X6 and X7 by 80.6%. While the influence model X1, X2, X3, X4, X5, X6 and X7 on Y2 gives an R-square value of 0.735 which can be interpreted that the variability of the Y2 construct can be explained by the variability of the constructs X1, X2, X3, X4, X5, X6 and X7 of 73.5%.

Next are the results of testing with bootstrapping as shown in the following figure:



Theoretical Research Results

The results of this study contribute to the theory of the effect of performance expectancy on consumer intentions to reuse technology in the future as proposed by Venkatesh et al. (2003), namely performance expectancy is one of the most consistent predictors of user intentions to use technology. These results refute the research results of Putri and Suardikha (2020) which state that performance expectancy has no effect on consumer intention. The results of this study also contribute to the effort expectancy theory of intention to reuse put forward by Brown et al. (2010), where effort expectancy has been shown to be a predictor of intention.

Next, the results of this study strengthen the theory of social influence on intention to reuse as described by Venkatesh et al. (2003), where social influence is a direct determinant of consumer usage behavior. These results refute the research of Indrawati and Amalia (2019) which states that social influence does not have a significant effect on user intention.

In addition, the results of this study also strengthen the theory of facilitating conditions on consumer use behavior. As stated by Venkatesh et al. (2003) where facilitating conditions have a direct influence on use behavior. This result is inversely proportional to the research of Setiadjie and Widodo (2017) which obtained the result that facilitating conditions had no effect on consumer usage behavior.

Furthermore, the results of this study contribute to the habit theory of intention to reuse and use behavior as expressed by Venkatesh et al. (2012), where habit has a direct role and effect in the use of technology. This result is inversely proportional to the research of Fauzi et al. (2018) who obtained the result that habit has no significant effect on intention.

The results of this study also contribute to the theory of price value on intention to reuse, where price value has no significant effect on users' intention to reuse technology, and these results support the research of Fauzi et al. (2018). In addition, this research also contributes to the theory of hedonic motivation, where the research results show that hedonic motivation has no effect on users' intention to reuse technology. This result is in line with Setiadjie and Widodo's research (2017) which obtained similar results.

Managerial Implication

From the results of this study, it is hoped that Gojek will be able to identify the factors that influence consumer intentions to reuse Gojek in the future. Companies can prioritize what factors need attention for the development of Gojek's next business strategy. Therefore, companies will better understand the preferences of their users.

From the characteristics of the respondents, it was found that the majority of respondents aged 21-30 years were employees. These results indicate that many Gojek users are young and already working, so that Gojek can choose the right corporate strategy and are suitable for consumers of that age and profession.

The company should be able to always improve its services by minimizing errors that may occur in the Gojek application. Companies can improve and always upgrade both systems and security on the Gojek application on a regular basis. By doing this, it is hoped that errors can be minimized and can keep consumers from continuing to use Gojek in the future. If something goes wrong, it is hoped that Gojek can anticipate properly and quickly and is always ready if consumers need help if a problem occurs related to the Gojek application.

In the results of the descriptive analysis of the Social Influence variable, the results show that families suggest using Gojek with an average of 3.64, friends influence using Gojek with an average of 3.68 and people who are known suggest using Gojek with an average 3.76. These results indicate that the influence of family or relatives around does not have a big influence on respondents to use Gojek. One way to improve this is that Gojek can create a referral program where consumers can get discounts or vouchers from each other by giving codes to other users. So that this program is expected to increase consumer interest in using Gojek.

The results of the next descriptive analysis, namely by using Gojek, users get many benefits at an affordable cost (X6.2), a result of 3.94 is obtained, the current Gojek service rates are in accordance with what is offered (X6.3), a result of 3.86 is obtained, and respondents save more money by using Gojek than other similar applications (X6.4) obtained a result of 3.48. To improve this, Gojek can conduct surveys with users on a regular basis to find out the performance of the Gojek application so that an evaluation can be carried out. In addition, as time goes by, the rates set by Gojek are increasing, even higher than competitors' rates. It is hoped that Gojek will set service rates that are not too high so that consumers do not switch to other applications. In addition, Gojek can make more access to the payment system using Gopay in other applications. It is hoped that the things mentioned can maintain and increase the number of Gojek users and be able to continue to maintain the best quality of their services.

The next result is that respondents use Gojek more often than other similar applications (X7.1) of 3.90, respondents prefer Gojek services compared to other similar applications (X7.2) of 3.94, if they need online services, respondents choose to use Gojek (X7.3) of 3.94, and using Gojek is part of the routine of 3.48.

Therefore, to improve this, it is hoped that Gojek will continue to conduct competitor analysis because more and more competitors are emerging who offer various services and programs to attract public interest. So that Gojek can analyze what can be improved and improved. In addition, Gojek can make more competitive promos, such as a variety of discount vouchers and a more varied cashback program so that consumers continue to choose Gojek as their top choice.

The statement items in the Intention to Reuse variable include, wishing to continue using Gojek in the future (Y1.1) obtained a result of 3.94, will reuse Gojek in daily life (Y1.2) obtained a result of 3.88, plans to use it more often Gojek (Y1.3) obtained a result of 3.50, and will return to using Gojek in the near future (Y1.4) obtained a result of 3.80. To improve this, Gojek can create interesting programs that can make consumers more interested in using Gojek more often.

Open the Gojek application more than once a day (Y2.1) 3.38, conduct most transactions (transportation or other services) online (Y2.4) 3.98

VI. CONCLUSION

Based on the results of the research and discussion described in the previous chapter, in this section the authors can draw the following conclusions:

1. Performance Expectancy is predicted to have a significant effect on Intention to Reuse
2. Effort Expectancy is predicted to have a significant effect on Intention to Reuse
3. Social Influence is predicted to have a significant effect on Intention to Reuse
4. Facilitating Conditions are predicted to have a significant effect on Intention to Reuse
5. Facilitating Conditions are predicted to have a significant effect on Use Behavior
6. Hedonic Motivation is predicted to have no significant effect on Intention to Reuse
7. Price Value is predicted to have no significant effect on Intention to Reuse
8. Habit is predicted to have a significant effect on Intention to Reuse
9. Habit is predicted to have a significant effect on Use Behavior
10. Intention to Reuse is predicted to have a significant effect on Use

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