

ABSTRACT

With the growing number of internet users in the worlds or in the Indonesia, the internet widely affect with many sectors, one of them is digital economy. The growth of e-commerce businesses is growing positive and in 2015 the potential spending on online transaction reached 2.6 billion US dollars. One company in Indonesia that utilizes the potential of online transaction is Go-jek. Go-jek success attracted the attention of the community, it shown by in less than 1 year Go-jek already managed to reach 2 million users. Go-jek's success in gaining the attention of consumers raises the question of what factors are affecting consumer interest in using technology. Related to the above, it is necessary to do research on the factors that influencing consumer intentions in using Go-jek application.

Through this research will be measuring consumers' assessment of variables such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, and Behavioral Intention. The study also evaluated the effect of variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Habit on Behavioral Intention. In addition, this study saw their moderating influence of the variables Age and Gender.

Methods of data collection is done through online questionnaires to 385 respondents. Sampling technique used is purposive sampling method used in this research and data analysis with PLS SEM.

Based on the results of data processing, it is known that the customer ratings to variables such as Performance Expectancy, Effort Expectancy, Facilitating Conditions, are in the very good category. While variable such as Social Influence, Hedonic Motivation, Price Value, Habit, and Behavioral Intention are in good category. Then based on its influence, the result that Performance Expectancy, Price Value, Hedonic Motivation and Habit have a significant impact on Behavioral Intention. While Facilitating Conditions, Effort Expectancy and Social Influence have not significant impact on Behavioral Intention.

Based on the research results, to improve consumer intentions in using Go-jek application the company must perform exciting innovations that keep consumers remain loyal and used to always use applications, especially Go-jek applications. The company can create a thematic promotion for every different day in one week on a regular basis so that consumers can be lured to get used to using the Go-jek applications every day.

Keywords: Behavioral Intention, Go-jek, UTAUT 2