

## ABSTRACT

*Go- Jek is one of online transportation service company in Indonesia. There are so many convenience and advantage when using online transportation service in Go- Jek. Go- Jek's services have been used actively by 15 million people in every week. The weekly active users are serviced by about 900.000 Go- Jek's partners. Every month, more than 100 million transactions occur in the platform of Go- Jek. However, there are some problems that are still become an obstacle when using Go- Jek's service. Some problems that are still happen are the error system, a discrepancy information what users get from application and data security. The disciplinary, honesty and attention of Go- Jek's partner also still become a problem for some users.*

*This research was done to know whether people can accept a technology and to know their trust to the company. This research was also done to determine user's satisfaction from those two problems through perceived ease of use, perceived usefulness, trust, and user's satisfaction indicators.*

*This research used quantitative method. The data collection was done with quota sampling to Go- Jek's users that domicile in 50 cities in Indonesia. A total of 688 valid questionnaires were collected and processed by Structural Equation Modeling techniques with Confirmatory Factor Analysis approach. This data had been processed using Lisrel 8.80.*

*The result of this research showed that perceived ease of use has positive impact to perceived usefulness, also perceived usefulness has positive impact to trust. The other one, user's satisfaction is positively impacted by perceived usefulness and trust. Beside that, perceived ease of use has no positive impact to user's satisfaction.*

*From this research, it expects to be a reference for the company to improve their application quality, develop variety of transportation service and to manage their partners to be better in the future. For the next researches, it expected to think over for adding the other variables and make its competitor as the research's object.*

**Keywords:** *Technology Acceptance Model; Perceived Usefulness; Perceived Ease of Use; Trust; Satisfaction*