

ABSTRACT

The presence of online-based transport was enough to provide solutions and answer the various concerns of the public about the security in using public transport services. But there are still many problems faced by online transport companies, customers and drivers of complain about the frequent problems with the application. Many online transport companies have sprung up offering a variety of services, Go-Jek and Grab are the most popular today.

This research was conducted to understand what factors influenced the interest of using the online transportation application in Bandung. For that, researchers use UTAUT 2 as a research model, with variables to be analyzed are performance expectancy, effort expectancy, facilitating conditions, price value, habit, behavioral intention, and use behavior. Data collection method was done through spreading questionnaires using google form to respondents as much as 200 respondents in Bandung with questionnaire amounted to 21 questions from each variable spread through Line, Whatsapp, Instagram, and Twitter. After that test validity and reliability of the questions and variables submitted to obtain all indicators and variables valid and reliable. Data processing was done by convenience sampling method and primary data was analyzed by using structural equation modeling in LISREL program 8.80

The results showed that Behavioral intention variables on the use of online transport application services in Bandung is influenced by Facilitating conditions, Performance expectancy, and Habit. While habit and behavioral intention have significant influence to use behavior. In addition, the results of this study also show that through behavioral intention, performance expectancy and facilitating condition have a significant indirect effect on use behavior.

Keywords: UTAUT, Behavioral Intention, Use Behavior, Online Transportation