

ABSTRACT

Gojek is a service application that allows a person to transact, use transportation, send an item, buy food by ordering online and waiting for confirmation from Gojek.

The adoption of innovation is the decision to make full use of new ideas in the best way of acting. The decision of innovation is a mental process since someone knows the existence of innovation to make a decision to accept or reject or confirm it. Innovation decisions are a typical type of decision making (Suprpto and Fahrianoor, 2004) Dimensions of adoption level consist of awareness, interest, evaluation, trial The analysis technique used is descriptive quantitative techniques and uses Fishbone and crosstab measuring instrument. The results of this study indicate that overall, the perception of Gojek users in Padang City towards the Technology Adoption Rate in 2018 can already be said to be quite good. In addition, the perception of Gojek in Padang City which is seen from this dimension, shows the highest value of trial on the perception dimension of adoption rate.

Keywords: Adoption Level, Online Transportation, Gojek