

ABSTRACT

Tiket.com is one of the online travel agents in Indonesia and now is starting to move on the mobile application, but there are many problem come from Tiket.com user such as worst review or online articles related to the tiket.com services, and also errors when user doing transaction. Therefore we must find a solution to this problem because it can affect consumer interest using mobile application of Tiket.com and get loses.

This research was conducted to determine the effect of Trust (Perceived Risk), Perceived usefulness, and Perceived ease of Use on Intention to Use Tiket.com ordering by application. Data collection is done through questionnaires. The type of data required for this research is the primary data and secondary data. This research uses a purposive sampling type of non probability sampling method. Data analysis in this study is quantitative analysis with 100 respondent. The analysis tool in this study used SPSS version 22. Data analysis techniques using descriptive analysis and Multiple Linear Regression analysis.

The results of the study shows that the Trust variable (X1), Perceived Risk (X2), Perceived Usefulness (X3) Perceived Ease of Use (X4), and Intention to Use (Y) are in the good category. The results of multiple linear regression analysis can be concluded the influence of Trust (X1), Perceived Usefulness (X3), and Perceived Ease of Use (X4) has a positive influence of Intention to Use (Y) on Tiket.com application. Beside of that Perceived Risk (X2) has negative influence of Intention to Use (Y) on Tiket.com application. Based on the test results of the coefficient of determination analysis obtained R square of 0.721. This shows influence of Trust variables (X1), Perceived Risk (X2), Perceived Usefulness (X3), and Perceived Ease of Use (X4) of Intention to Use (Y) on Tiket.com applications is 72.1% . and 27,9% are influenced by other variables outside of this research.

Keywords : Trust, Perceived Risk, Perceived Usefulness, Perceived Ease of Use, Intention to Use.