

ABSTRACT

This research is motivated by the development of technology and information in the current era of globalization, one of the technological developments that has been popular in Indonesia for several years is online transportation applications. The development of technology-based transportation services business today can provide convenience for users who have high mobility in terms of ordering transportation services can be done using a smartphone.

The variables used in this study consisted of six independent variables (X), namely performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, and price value. Whereas the dependent variable (Y) is the behavioral intention. The research method used is a quantitative method with descriptive and causal research types. The population used is high school students in Bandung who have used the Gojek application with a sample of 400 respondents and the sampling technique is non-probability sampling with the type of purposive sampling.

The results of this study indicate that all performance expectancy variables, effort expectancy, social influence, facilitating conditions, hedonic motivation, and price value have a positive and significant effect on behavioral intention in the use of Gojek application simultaneously with an effect value of 45.5%, which means the rest is equal to 54.5% is influenced by other factors not examined in this study. The social influence variable, facilitating condition, hedonic motivation, and price value have a significant influence on behavioral intention in the use of Gojek partially, while the performance expectancy and effort expectancy variables have no effect on behavioral intention in the use of Gojek application partially.

Keyword: *UTAUT 2, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Behavioral Intention, Gojek.*