

The Effect of Technology of Acceptance Model on the Gojek 4.0 Application on Repurchase Intention

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ABSTRACT

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One of the technologies that is being widely developed in Indonesia is online applications. The presence of online applications has an impact on people's daily activities. Gojek is one of the largest technology platforms serving millions of users in Southeast Asia. Referring to the theory of technology acceptance model (TAM), and this study examines other antecedents: perceived enjoyment, perceived innovativeness, perceived risk, perceived easy of use, and perceived usefulness as predictors of satisfaction. Furthermore, the role of satisfaction in increasing the intention of repurchase, and reducing price sensitivity. Eight hypotheses were analyzed with structural equations of modeling approaches, using 349 respondents collected by purposive sampling. The results show that unless perceived easy of use and perceived innovativeness, all antecedents can drive satisfaction. Furthermore, satisfaction affects direct, and indirect price sensitivity through repurchase intention.

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1. Introduction

In a country's economy, information technology has an important role in helping to increase people's productivity. Internet users in Indonesia are also increasing every year, according to the results of APJII survey in the second quarter of 2020, the number of internet users in Indonesia amounted to 196.7 million people [1]. One of the technologies that are being developed in Indonesia is online applications.

Gojek's presence has an impact on the Indonesian economy, Gojek has more than 38 million monthly active users (MUA) in Asia 5 Southeast. During approximately 10 years of operation, Gojek several times changed the User Interface on its application. This change was made by Gojek to introduce Gojek as a "Super App" by the nation's children who provide a variety of solutions for each situation. This is characterized by the addition of features in the Gojek application, such as GoNews which displays the latest news from selected news portals, Go-Give which allows users to donate using Gopay electronic money, Go-Sure where users can buy insurance policies, Go-Bills where users can pay bills using Gopay, and so on.

But the launch of Gojek 4.0 received a less good response from some users. According to Statqo Analytics, there was a decrease of 14% in the number of active users of Gojek in the first quarter of 2020 when compared to 2019, from 3.2 million users, to only 2.5 million users in 2020 [2]. This is also supported by complaints by some users through twitter social media that some users find it difficult to use the application because the gojek 4.0 interface is too complex. While the same complaint was found on Gojek's official design Instagram account, @DesignatGojek that users feel more comfortable with the previous version of the interface and feel the latest interface has features that are not needed by the user.

2. Literature Review and Hypothesis Development

2.1 Technology of Acceptance Model

The concept of this research uses the Technology Acceptance Model (TAM) theory model first introduced by Davis [3]. This theory explains the acceptance of technology through two main factors, perceived and perceived easy of use. TAM theory refers to the behavior of using technology in a variety of situations, one of which is the use of online applications. TAM theory shows how individuals accept (Behavioral intention) and use a technology, how the use of the technology affects and benefits daily life (perceived of use), and easy to use (easy of use). TAM theory describes the influence between variables such as the use of technology (Actual use) which is determined by behavioral intentions that were previously influenced by behavioral attitudes. These behavioral attitudes are influenced by perceived perceptions of use and easy of use. If a technology is easy to use, it will be useful [6]. This theory describes the level of acceptance of a technology determined by six constructions, namely external variables, user perception that technology is easy to use, user perception that technology provides benefits (Perceived Usefulness), user attitude when using technology (Attitude toward Using), user desire to use technology (Behavioral intention to use), and real usage technology [3].

2.2 Perceived Risk

Perceived Risk as a sense of uncertainty when using a new technology. In the use of technology, users tend to have perceptions that lead to risks and consequences that may occur, such as financial, social, and time risks [9].

2.3 Perceived Easy of Use

Perceived Easy of Use is defined as a condition in which users only expend small businesses when using new technologies. Perceived Easy of Use will have an impact on user behavior, if the user considers a technology easy to use, the user has a great opportunity to feel the benefits of the technology [10]. Perceived Easy of Use is a situation where users feel the technology can meet the needs with relatively little effort and time [11].

2.4 Perceived Usefulness

Perceived Usefulness refers to the usefulness that users get when using a technology [12]. Perceived Usefulness refers to the benefits of using a technology that will then have an impact on the user's interest in reusing the technology [13]. Perceived Usefulness refers to the state of the user who thinks the performance of technology will be beneficial to everyday life.

2.5 Perceived Enjoyment

Perceived enjoyment refers to the feeling of pleasure felt by the user obtained from the process of using technology [4]. Perceived enjoyment refers to 17 intrinsic things that come from behavioral intentions when a person uses technology [14]. Perceived enjoyment is used to measure how far users get pleasure and comfort from the technology used. Perceived enjoyment, Perceived Easy of Use and Perceived Usefulness are considered as leading indicators for users when adopting the use of certain technologies [15].

2.6 Personal Innovativeness

Personal innovativeness arises when individuals react faster to the use of new technologies compared to other individuals [7]. Diffusion of Innovation theory, users are divided into 5 groups, namely:

- a. Innovators, a type of user who has a high commitment to new technology and becomes the first consumer of a new technology.
- b. Early adopter, users who are classified as early use new technology but know the benefits when using it.
- c. Early majority, users who are not tech enthusiasts but use technology because of environmental demands.
- d. Late majority, users who are price sensitive and pessimistic about the usefulness of technology.
- e. Laggards, users who are critical in using technology but not classified as potential users [7].

2.7 Repurchase Intention

Repurchase Intention is a variable that will be examined in this study. Repurchase intention is a person's consideration to reorder from the same brand [16]. The intention of buying back is a manifestation of the user's satisfaction, when the user is satisfied then the user will continue to use the technology [17].

2.8 Satisfaction



User satisfaction is the feeling of pleasure that arises when a person compares the performance of a product or service to his or her expectations. If the user feels satisfied with the performance of a product or service, there will be a repurchase intention. Locke, quoted in Berlian&Balqiah, mentions satisfaction as a positive psychological and emotional state built up by cognitive evaluation and expectations[7].If expectations are low but the performance of the technology is good, it will have implications for satisfaction [7].



Fig. 1 Research Model

The hypothesis proposed in this study is a repeat of Belian & Balqiah [7] as follows:

- H1: Perceived risk negatively affects satisfaction.
- H2: Perceived easy of use positively affects satisfaction.
- H3: Perceived usefulness has a positive effect on satisfaction.
- H4: Perceived enjoyment has a positive effect on satisfaction.
- H5: Personal innovativeness has a positive effect on satisfaction.
- H6: Satisfaction has a positive effect on Repurchase intention.
- H7: Satisfaction negatively affects price sensitivity.
- H8: Repurchase Intention has a positive effect on Price sensitivity.

3. Research Method

This research analysis unit is respondents who have used the Gojek application. Researchers use their own analysis unit because researchers want to know the loyalty of each Gojek user, and researchers want to know if users will still order services in the Gojek app compared to similar applications. The study used a non-probability technique with the purposive sampling technique and used the likert scale[18].

The questionnaire was shared by 406 questionnaires to followers of Gojek's Instagram account and Twitter users who researchers found through the Twitter Advance Search feature with a filter of users who had created Twitter threads with the keyword "Gojek display, ui & ux Gojek" starting from April 2020 when Gojek 4.0 display was released until May 2021. Data analysis in this study uses Smart PLS software with Multivariate Structural Equation Model analysis technique that aims to test the relationships between variables present in a model [18]. The data processing from this study came from 349 questionnaires from 406 questionnaires distributed. There are 57 questionnaire results that are not included because they are not among gojek application users.

From 349 respondents, 37.5% of respondents are male, while 218 of the 349 respondents or 62.5% of others are female. 2.3% had expenditures of more than six million rupiah, 61.6% of respondents worked as private employees, 81.7% of respondents came from D3/S1 education level, 48.7% of respondents lived in DKI Jakarta, 94.3% had used Gojek application for more than two years, 35.8% of respondents used Gojek application in two to four times a week.

4. Result and Analysis

4.1 Descriptive Statistics

All of the variables in the study are valid and reliable, using the one-tail structural equation modeling ($\alpha=5\%$), as in table 1 data that

Tabel 1
Data Analysis Result

Hypothesis	Original Sample(O)	Sample Mean(M)	Standard Deviation(STDEV)	T Statistics(O/STDEV)	P Values
PR->S	-0.149	-0.154	0.036	4.127	0.000
PEU->S	-0.022	-0.015	0.061	0.363	0.717
PU->S	0.339	0.339	0.056	6.058	0.000
PE->S	0.453	0.446	0.068	6.708	0.000
PI-> S	0.042	0.044	0.044	0.942	0.346
S ->RI	0.696	0.697	0.036	19.196	0.000
S-> PS	0.033	0.033	0.087	0.377	0.707
RI->PS	-0.293	-0.297	0.081	3.641	0.000

Source: Processing Output with SMARTPLS 3.0

From the above results it can be concluded that Perceived risk affects satisfaction (H1 supported). The same results were found in the results of the [7] study that perceived risk had no effect on user satisfaction. When negative perceptions of the use of a technology increase, it does not affect the level of user satisfaction, but can be considered to buy back. This means transacting in the Gojek application is considered to have low risk and some users tend to have good confidence in the performance of the Gojek application system.

Perceived easy of use has no effect on satisfaction (H2 not supported). This result is the same as Juniwati's research [19], that it is easy. The use of a technology has no effect on the satisfaction factor, but is included in one of the considerations when repurchase.

Perceived usefulness affects satisfaction (H3 supported). A positive relationship means that when perceived usefulness increases, satisfaction will also increase, and vice versa if perceived usefulness decreases then satisfaction will also decrease..The same results were found in the results of the Berlian &Balqiah [7] and Agrebi &Jalais [20] studies where when users benefit from the use of technology, it will increase the level of user satisfaction. This means gojek needs to pay attention to every type of service available in the application that is considered useful and helps daily life as one of the factors that can increase customer satisfaction.

Perceived enjoyment has positive relationships to satisfaction, mean that when perceived enjoyment increases, satisfaction will also increase, and vice versa if perceived enjoyment decreases then satisfaction will also decrease. This is similar to the results of previous research by Berlian& Balqiah [7] If users like and are happy with their decision to shop on a platform, it will increase user satisfaction. From the above results it can be concluded that perceived enjoyment affects satisfaction (H4 supported). This means gojek needs to pay attention to the appearance and features in the application as one of the factors that can increase user satisfaction.

From the above results it can be concluded that personal innovativeness has no effect on satisfaction (H5 not supported). Personal innovativeness shows how individuals adopt technology, helping Gojek to identify and develop different strategies to influence each type of user. it is necessary to pay attention to user segmentation to then develop marketing strategies and application development to be more effective. This is similar to the



results of the Berlian & Balqiah [7] study that the innovative attitude of an individual has no effect on satisfaction levels.

Satisfaction affects repurchase intention (H6 supported). Positive relationships mean that the level of user satisfaction influences the decision to repurchase, the same results described in previous research by Berlian & Balqiah [7] and Agrebi & Jalais [20]. Users with a high level of satisfaction will have the intention to buy back. If the user's expectations when transacting in an application are met, then the user will consider the transaction experience is a positive thing and become a reason for the user to use the application again in the future.

Satisfaction has no effect on price sensitivity (H7 supported). It's the same as the results of the study of Berlian & Balqiah [7] and Low et al [21] explain that if the user is satisfied with the performance of a product or service, the user will be less likely to care about price changes. This means that Gojek needs to improve the quality of its services or services to improve customer satisfaction, if the services or services sold are quality, customers become insensitive to price changes.

Repurchase intention affects price sensitivity (H8 supported). It is similar to the Berlian & Balqiah [7], Park & Noh [22], research that if the user is accustomed to using or ordering a particular service or product, it is not affected by changes in existing prices. Price sensitivity can be affected by the transparency of price information that users can see and compare from similar applications, if the user finds it easy to do price comparisons, the level of price sensitivity can increase. In similar applications, users can find the same product will be offered at different prices. As a result, users can easily compare prices with cheaper ones. This situation explains why buy-back intentions can actually increase price sensitivity.

5. Conclusion

The purpose of this study was to analyze the repurchase intention and how it affects price sensitivity and satisfaction Use Gojek as a Super Apps. This research replicating the research model of Diamond & Balqiah [7] analyze antecedents and the results of satisfaction in the Shopee app.

However, there are some results that are different from previous studies, namely perceived easy of use has no effect on satisfaction. This can be caused by domain differences, that there are currently only two online transportation platforms that are often used by the majority of Indonesian people, and Gojek is also shaped as a super app. Then the ease of using a technology has no effect on the satisfaction factor, but is included in one of the considerations when repurchase [19].

While this study shows that variables that positively affect the repurchase intentions of Gojek application users are perceived enjoyment, perceived usefulness and satisfaction. This suggests that the better the four variables, the higher the repurchase intention.

The purpose of this study is to provide managerial implications for the management of PT Gojek, the background of this research is because there is a negative response from some users after the interface change in the Gojek 4.0 application, therefore researchers advise Gojek to develop features that can improve usability and facilitate transactions in the application ranging from the registration process to payment. Gojek can increase user satisfaction which will increase the intention of buying back. However, Gojek still has to carry out promotional activities such as providing vouchers, discounts, and cashback to compete with competitors.

There are some limitations in this study, Further research can add other variables such as perceived quality and perceived attractiveness, Questionnaires in this study are distributed online through google form making it difficult to confirm the quality of each respondent's answer. For further research it is recommended to spread questionnaires face to face. The questionnaire is only distributed online to Instagram followers @designatGojek and twitter users, so it does not reach respondents with a wider age range.

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