

Faktor faktor yang mempengaruhi niat keberlanjutan konsumen terhadap penggunaan layanan transportasi darat berbasis aplikasi di smartphone = Factors that affect consumer s continuance intention towards transportation services based on smartphone apps

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Abstrak

[Skripsi ini membahas tentang fenomena mobile commerce transportasi darat seperti ojek online, pemesanan taksi maupun pembelian e-ticketing yang menawarkan sejumlah layanan produk dan jasa yang canggih untuk pengguna

ponsel dan sedang digemari oleh penggunanya. Pemesanan layanan transportasi melalui perangkat mobile (pembelian mobile) telah menjadi nyaman melalui aplikasi mobile layanan transportasi, tetapi banyak konsumen masih tidak

memanfaatkan aplikasi tersebut secara maksimal. Dari perspektif mobile vendor (penyedia layanan jasa aplikasi transport), mempertahankan pelanggan saat ini dan memfasilitasi pembelian lanjutan mereka sangat penting untuk membuat keuntungan dan mencapai pembangunan berkelanjutan. Oleh karena itu, penting untuk memahami faktor-faktor penentu yang mempengaruhi intensitas niat

konsumen dalam menggunakan aplikasi mobile layanan transportasi darat. Penelitian ini menggunakan metode SEM (Structural Equation Modelling) dengan 159 responden. Hasil penelitian ini menyatakan bahwa kepuasan menjadi faktor penentu utama dalam mempengaruhi niat keberlanjutan konsumen. Variabel kepuasan dipengaruhi oleh aliran dan kepercayaan yang dipengaruhi oleh kualitas informasi, kualitas layanan serta privasi dan keamanan. Hasil penelitian ini memberikan beberapa implikasi penting untuk penelitian mobile commerce terhadap perilaku konsumen dalam melakukan pembelian.

.....This thesis discusses the phenomenon of mobile commerce online ground transportation such as taxis, taxi booking or purchase e-ticketing service that offers a number of advanced products and services for mobile users and are favored by users. Booking transportation services through mobile devices (mobile purchases) have become comfortable transportation services through mobile applications, but many consumers still do not take advantage of the application to the fullest. From the perspective of mobile vendor (service provider transport applications), retaining current customers and facilitating the purchase of their continued very important to make a profit and achieve sustainable development. Therefore, it is important to understand the determinants affecting consumer intention intensity consumers to use mobile application service ground transportation. This study uses SEM (Structural Equation Modelling) with 159 respondents. Results of this study stated that satisfaction becomes a major determining factor in influencing the sustainability of consumer intentions. Variable satisfaction is influenced by the flow and trust that is influenced by the quality of information, quality of service as well as privacy and security. The results provide some important implications for mobile commerce research on consumer behavior in the purchase., This thesis discusses the phenomenon of mobile commerce online ground transportation such as taxis, taxi booking or purchase e-ticketing service that offers a number of advanced products and services for mobile users and are

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