

Comparative Analysis of Public Transportation Application Adoption in Jakarta Metropolitan Area Communities: A Case Study of KRL Access and MRT-J Using the Extended Comprehensive Technology Acceptance Model (C-TAM) = Analisis Perbandingan Adopsi Aplikasi Transportasi Publik pada Masyarakat Jabodetabek: Studi Kasus KRL Access dan MRT-J Menggunakan Model Penerimaan Teknologi Komprehensif yang Diperluas (Extended Comprehensive Technology Acceptance Model/C TAM)

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Abstrak

Sebagai salah satu kota terpadat di dunia, Jakarta harus memiliki transportasi umum yang memadai untuk mencapai SDG 11: Sustainable Cities and Communities. Saat ini, sistem transportasi umum sudah ada di Jakarta, namun belum mencukupi kebutuhan seluruh penduduk. Untuk mendukung sistem ini, pemerintah juga harus terus meningkatkan aplikasi transportasi publiknya. KRL Access dan MRT-J adalah dua aplikasi populer yang digunakan oleh penduduk Jabodetabek dan merupakan bagian penting dari KRL Commuter Line dan MRT Jakarta, dua sistem transportasi umum yang dapat mengangkut paling banyak orang dalam satu kali perjalanan. Oleh karena itu, penulis mempelajari faktor-faktor yang berkontribusi terhadap penerimaan teknologi dari kedua aplikasi tersebut untuk meningkatkan pengembangannya di masa depan. Dalam penelitian ini, penulis menggunakan sequential explanatory mixed-method research untuk menganalisis aplikasi KRL Access dan MRT-J dan penulis memodifikasi Comprehensive-TAM sebagai model penelitian. Penulis menyebarkan dua kuesioner melalui media sosial dan menggunakan PLS-SEM untuk menganalisis secara kuantitatif. Sebanyak 544 dan 322 responden valid untuk aplikasi KRL Access dan MRT-J dianalisis untuk menguji hipotesis. Penulis kemudian melakukan uji independent-samples t-test untuk membandingkan adopsi kedua teknologi tersebut. Setelah analisis kuantitatif, wawancara mendalam (explanatory interview), dilakukan untuk mendukung hasil penelitian dan menjelaskannya dari sudut pandang responden. Hasil analisis menunjukkan bahwa system quality, information quality, dan service quality berpengaruh secara positif dan signifikan terhadap perceived usefulness, perceived ease of use, dan satisfaction terhadap aplikasi KRL Access. Diketahui bahwa perceived usefulness, perceived ease of use, dan satisfaction secara positif mempengaruhi behavioral intention to use, yang kemudian secara positif mempengaruhi actual system use. Untuk aplikasi MRT-J, system quality berpengaruh positif terhadap perceived usefulness, perceived ease of use, dan satisfaction. Information quality mempengaruhi perceived usefulness dan satisfaction, tetapi tidak mempengaruhi perceived ease of use. Convenience juga mempengaruhi perceived ease of use dan satisfaction. Perceived usefulness dan satisfaction mempengaruhi behavioral intention to use, yang secara positif berdampak pada actual system use. Namun Perceived risk dan perceived ease of use tidak berpengaruh terhadap behavioral intention to use.

.....As one of the most populous cities in the world, Jakarta should have adequate public transportation in order to achieve Sustainable Development Goal 11: Sustainable Cities and Communities. Currently, this public transportation system exists, but it is not sufficient for all residents of the Jakarta Metropolitan Area. To support the system, the government must also constantly improve its public transportation applications.

The KRL Access and the MRT-J are the two popular applications used by Jakarta Metropolitan Area residents and a crucial part of the KRL Commuter Line and the MRT Jakarta, the two public transportation systems that could carry the most people in a single trip. Hence, the authors study the factors that contribute to the technological acceptance of the two applications to improve their development in the future. In this study, sequential explanatory mixed-method research is used for both the KRL Access and MRT-J application analyses, and the authors modified Comprehensive-TAM for the research model. The authors distributed two questionnaires via social media and used PLS-SEM to quantitatively analyze a total of 544 and 322 valid respondents for the KRL Access and the MRT-J applications to test the hypotheses. An independent-samples t-test is then used to compare the adoption of both technologies. After the quantitative analysis, an explanatory interview is conducted to support the result and explain it from the respondents' perspective. The analysis showed that system quality, information quality, and service quality positively and significantly affect perceived usefulness, perceived ease of use, and satisfaction with the KRL Access application. It is known that perceived usefulness, perceived ease of use, and satisfaction positively affect behavioral intention to use, which then positively affects actual use. For the MRT-J app, system quality positively affects perceived usefulness, perceived ease of use, and satisfaction. Information quality affects perceived usefulness and satisfaction, but not perceived ease of use. Convenience also affects perceived ease of use and satisfaction. Perceived usefulness and satisfaction affect behavioral intention to use, which positively impacts actual system use. Perceived risk and perceived ease of use had no effect on behavioral intention to use.