

Pengaruh faktor-faktor extended expectation confirmation model terhadap consumers continuance intention pengguna Grab dan Gojek: Peran moderasi perceived risk = The influence of extended expectation confirmation model factors on consumers' continuance intention of Grab and Gojek users: The moderating role of perceived risk

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Abstrak

Penelitian mengenai pengaruh risiko sangat penting untuk diukur khususnya pada konteks industri ride-hailing dimana beberapa pelaku ekonomi saling menggunakan sumber daya yang sama, dalam hal ini adalah konsumsi transportasi bersama menggunakan aplikasi. Studi ini bertujuan untuk memahami determinan dari motivasi konsumen untuk mencapai kepuasan dan memiliki intensi terus menggunakan layanan transportasi ride-hailing. Untuk menguji 17 hipotesis ini, peneliti menggunakan pendekatan kuantitatif melalui kuesioner penelitian yang dikumpulkan melalui 195 pengguna aplikasi Grab dan 195 pengguna aplikasi Gojek, secara purposive sampling dengan karakteristik responden berdomisili di Jabodetabek, berumur di atas 17 tahun, serta menggunakan aplikasi Grab atau Gojek. Analisis data menggunakan metode PLS- SEM dilakukan dengan software SmartPLS menunjukkan terdapat 10 hipotesis yang signifikan, dimana continuance intention dipengaruhi oleh perceived usefulness, expectation confirmation, dan satisfaction, serta economic benefits. Sedangkan pada satisfaction dipengaruhi oleh expectation confirmation, perceived usefulness, economic benefits, social experience, platform incentives, dan perceived risks. Pada konteks kebaruan penelitian, variabel perceived risks hanya mempengaruhi hubungan antara perceived usefulness dengan satisfaction dan continuance intention. Implikasi hasil penelitian ini adalah baik Grab dan Gojek dapat memformulasikan strategi untuk menciptakan continuance intention berdasarkan faktor - faktor dan karakteristik demografi pengguna yang diteliti.

.....Research on the influence of risk is very important to measure, especially in the context of the ride-hailing industry where several economic actors use the same resources, in this case the consumption of shared transportation using applications. This study aims to understand the determinants of consumer motivation to achieve satisfaction and have the intention to continue using ride-hailing transportation services. To test these 17 hypotheses, researchers used a quantitative approach through research questionnaires collected from 195 Grab application users and 195 Gojek application users, using purposive sampling with the characteristics of respondents domiciled in Jabodetabek, aged over 17 years, and using the Grab or Gojek application. Data analysis using the PLS-SEM method carried out with SmartPLS software shows that there are 10 significant hypotheses, where continuance intention is influenced by perceived usefulness, expectation confirmation, and satisfaction, as well as economic benefits. Meanwhile, satisfaction is influenced by expectation confirmation, perceived usefulness, economic benefits, social experience, platform incentives, and perceived risks. In the context of new research, the perceived risks variable only influences the relationship between perceived usefulness and satisfaction and continuance intention. The implication of the results of this research is that both Grab and Gojek can formulate strategies to create continuity intention based on the factors and demographic characteristics of the users studied.