

**THE EFFECT OF TRUST, PERCEIVED USEFULNESS,
PERCEIVED EASE OF USE, PERSONAL
INNOVATIVENESS AND ATTITUDE TOWARD
INTENTION TO ADOPT CAR RENTAL SERVICE IN
TRAVELOKA APPLICATION**



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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2019

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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
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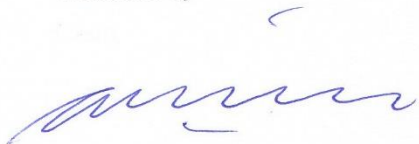
FINAL ASSIGNMENT

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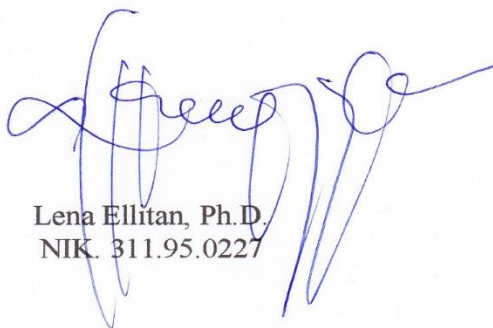


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FOREWORDS

Tremendous gratitude to God for his blessing and guidance throughout the process of making this proposal complete in time. This proposal is a requirement that must be met to obtain a Bachelor of Management degree at the Faculty of Business Department of International Business Management Widya Mandala Catholic University Surabaya. During the preparation of this proposal, the author obtained a great help, guidance, and support of various parties. Therefore, the author would like to express his gratitude to:

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ABSTRACT

Traveloka is a popular application to buy ticket and hotel but not everyone know about the new service car rental, since people usually rent a car offline or meet the dealer itself. Therefore, the researcher want to determine whether the new technology produces intention to use car rental in Traveloka application in Surabaya that included intrinsic factor personal innovativeness. The researcher use technology acceptance model as a foundation such as perceived usefulness, perceived ease of use, attitude toward use and intention to use with the extended variable trust and personal innovativeness.

This research has a sample of 180 people that already know and use Traveloka but do not use car rental service that distribute using Google form and posted in social media with the minimum age 17 that live in Indonesia. The analysis data technique in this research is Structural Equation Model (SEM) with SMART PLS 3.0 as the analysis tool.

The result of this research showed that out of 7 proposed hypothesis, 2 is rejected. Personal innovativeness do not have ability to moderate perceived usefulness and perceived ease of use to attitude. The basic logical thinking that become the foundation of the research isn't proved. This research also provide information of what Traveloka have to increase in the future. Suggestion for further researcher who interested with similar study can broaden this study with other exogenous variable such as word of mouth, perceived risk, and promotion.

Keywords: Trust, Perceived Usefulness, Perceived Ease of Use, Personal Innovativeness, Attitude Toward Use, Intention to Use, TAM (Theory Acceptance Model)

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ABSTRAK

Traveloka adalah aplikasi yang populer untuk membeli tiket dan hotel tapi tidak semua orang mengetahui layanan car rental, semenjak orang biasanya menyewa mobil offline atau bertemu dengan orangnya langsung. Maka dari itu, penulis skripsi ini ingin mengetahui apakah teknologi baru menghasilkan keinginan untuk menggunakan layanan car rental di aplikasi Traveloka di Surabaya yang melibatkan faktor intrinsik seperti personal innovativeness. Penulis skripsi menggunakan teori technology acceptance model (TAM) sebagai fondasi seperti perceived usefulness, perceived ease of use, attitude toward use and intention to use dengan variabel tambahan seperti variabel trust dan personal innovativeness.

Skripsi ini mempunyai sampel 180 orang yang mengetahui dan menggunakan Travloka tetapi tidak menggunakan layanan car rental yang di distribusikan menggunakan Google form dan di posting di media social dengan umur minimal 17 tahun di Indonesia. Analisis data teknik di skripsi ini menggunakan Structural Equation Model (SEM) dengan SMART PLS 3.0 sebagai alat analisis.

Hasil dari skripsi ini menunjukkan dari 7 hipotesis yang di ajukan, 2 hipotesis di tolak. Personal innovativeness tidak mempunyai kekuatan untuk memoderasi perceived usefulness dan perceived ease of use ke attitude. Dasar logika berpikir yang melandasi skripsi ini tidak terbukti. Skripsi ini juga memberikan informasi apa yang harus Traveloka tingkatkan di masa depan. Saran untuk orang yang tertarik melakukan penelitian ini dapat memperluas skripsi ini dengan menambahkan variabel bebas seperti word of mouth, perceived risk, and promotion.

Keywords: Trust, Perceived Usefulness, Perceived Ease of Use, Personal Innovativeness, Attitude Toward Use, Intention to Use, TAM (Theory Acceptance Mode