

## ABSTRACT

The emergence of online transportation started in Jakarta as it constantly suffers traffic jam, causing online transportation to draw attention. The fee where its relatively cheaper than conventional taxi become one of the reason. However, there still many problems faced by the online transportation companies. Riot between conventional taxi companies and uncertain regulation by the government making their fate uncertain among three biggest online transportation company which is Uber, Grab and Go-Jek.

The objective of this research is to analyze factors inside UTAUT 2 model that influence the consumer on using online transportation technology in Indonesia and to analyzed age and gender affecting the influence inside UTAUT 2 model in the context of online transportation technology in Indonesia. This research used data from 400 respondents who lived in Indonesia and have been using online transportation services. The main data resource of this study is by questionnaire, with 35 survey items from 10 constructs. This research has fulfilled the convergent and discriminant validity and have a good reliability as well. To test the hypotheses, this research use Structural Equation Modeling (SEM) with SmartPLS 2.0 as statistic software.

The result shows that factors influencing the Behavioral Intention on the adoption of online transportation services in Indonesia are *Habit*, *Hedonic Motivation*, and *Performance Expectancy*. Meanwhile, the factors that influencing the behavior on using online transportation services are *Habit*, *Facilitation Condition* and *Behavioral Intention*. The influence on Behavioral Intention is 58.07% and the influence on Use Behavior is 46.15%.

In term of moderating factors, *Age* only moderating the influence of *Hedonic Motivation* while *Gender* is not moderating any influence both on *Behavioral Intention* and *Use Behavior*.

Moreover, this research has found that the most significant factor from UTAUT 2 model that influence Behavioral Intention on using online transportation services is *Habit*. It implies that online transportation company need to reach out to their customer and offer the best service so it becomes a habit for them in using online transportation in their daily life. For academic aspect, this research is not including *Experience* as the moderating variable. This variable can be used in the future research to explore deeply the adoption of online transportation services in Indonesia.

**Keywords:** *Online Transportation Services, UTAUT 2, Behavioral Intention, Use Behavior*