ABSTRACT

Along with the development of more advanced age as well as the growth of Internet users is growing rapidly it is no longer need to spend time and effort to find public transportation, because Gojek offer online reservation through applications on smartphones that allows users to perform transactions.

Technology Acceptance Model (TAM) is placing two variables: Perceived Usefulness and Perceived Ease of Use. As an additional variable in this research is the variable Trust. This model used to describe factors of behavior users to use technology on the customer satisfaction gojek Bandung.

This type of research is quantitative descriptive. Population in this research is the people bandung who ever used gojek. The number of respondents (sample) determined by using Bernoulli formula, so that obtained the number of sample that have been rounded up by the writer as many as 100 respondents. Sampling techniques used is incidental sampling. Analysis the data used was regression analysis linear multiple.

The research obtained response respondents regarding perceived usefulness be in good category as big as 82,57 %, the response of respondents regarding perceived ease of use be in good category of 79,45 %, and trust be in good category of 75,16 % . Responses about customer satisfaction also been in good category a month 74,95 %.

Overall the three independent variables (perceived usefulness, perceived ease of use, and trust) significantly positive on the dependent variable (Customer Satisfaction) of 71,9%, while the remaining 28,1% is explained by other variables outside this research like a experiential marketing.

Keywords: Customers Satisfaction, Gojek Bandung, Perceived Ease of Use, Perceived Usefulness, Trust