ABSTRACT

The study is aimed to determine the factors that are formed, the dominant factors, and the factors that have a significant influence on the intention of Go-Jek driver in Bandung to use Go-Jek mobile application platform. The method used in this research is quantitative descriptive. The research respondents were Go-Jek drivers in Bandung, which the research data was obtained from distributing questioners to 124 respondents. The study has seven factors, namely enjoyment, sustainability, altruistic, economic, benefit, reputation, usefulness, and social motivation. This study use factor analysis, descriptive analysis, and multiple liniear regression as data analysis tecniques. Based on the result of factor analysis it is known that six new factors were formed sequence, such as positive affect, positive reputation, usefulness, social motivation, economic benefit, and sustainability. Those factors can explain the seven original factors with total percentage of 71,837% good category. From the result of factor analysis, it is also known that the positive affect factor is the dominant factor with percentage value of 41.742%. The descriptive analysis results is known that the six factors are in category "agree" with the percentage of 76.5%. In result of t test analysis, known that social motivation factor and economic benefit factor have partially significant influence with value 3,421 and 3,345. From these results, researchers assumed if there is no social motivation factor and economic benefit factor, then the respondents might have chosen another similar platform that has social and economic value.

Keywords: platform, mobile application, Go-Jek driver, intention