



## Analysis of Benefits, Ease of Use, and Security on Interest in Using the Gojek Application in West Java

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**Abstract:** This study aims to analyze the impact of Perceived Benefits, Ease of Use, and Security on User Interest in using the Gojek application. As the ride-hailing and on-demand services industry becomes increasingly competitive, understanding what drives user interest is crucial for the continued growth of Gojek. The research adopts a quantitative approach, using primary data obtained from an online questionnaire distributed to 106 Gojek users in the West Java region. Path analysis, performed with SPSS statistical software version 26, was employed to test the relationships between the variables. The findings reveal that Perceived Benefits have a significant positive effect on User Interest, indicating that users are more likely to engage with the application if they perceive tangible advantages such as cost savings, convenience, and service variety. Furthermore, Perceived Ease of Use was found to have a positive influence on User Interest, meaning that users are more inclined to use the Gojek application if it is user-friendly and easy to navigate. Additionally, Perceived Security was another important factor, with a positive impact on User Interest. Users who feel that their personal data is secure and their transactions are protected are more likely to continue using the application. These results emphasize the importance of enhancing perceived benefits, ease of use, and security to increase user interest and engagement with the Gojek application. The practical implications of this study suggest that Gojek should focus on improving the user experience by ensuring that users perceive value in the services offered, enhancing usability, and strengthening security measures. As competition in the app-based services industry intensifies, addressing these factors could be key to attracting and retaining more users.

**Keywords:** benefit perception, easy perception, Gojek, Perceived Benefits, security perception

### 1. INTRODUCTION

The most fundamental change experienced by society as a result of globalization is lifestyle. Increasingly sophisticated technology encourages the massive use of smartphones by the public. According to data from the GSM Association (GSMA, 2024), by the end of 2023, 5.6 billion people (69% of the global population) subscribed to mobile services, representing an increase of 1.6 billion people since 2015. The growth of mobile internet penetration is also faster. By the end of 2023, 58% of the world's population will be using mobile internet, equivalent to 4.7 billion users – an increase of 2.1 billion since 2015. The data reflects that human needs are increasing over time, to the point of spreading to easier and more digital methods. Indonesia's population of 250 million people is certainly one of the potential markets that has a great contribution to the technology and innovation industry. At the beginning of 2022, a research company, Data Reportal, launched as many as 370.1 million *smartphones* in Indonesia that are connected to the internet. There was an increase of 13 million or 3.6% from the same period the previous year (Adisty, 2022)

In smartphone use, people certainly have several driving factors and reasons to choose what application they use. According to (Pressman & Maxim, 2014) The *smartphone app* is a

custom app designed for use on *smartphone platforms*, such as iOS, Android, or Windows Mobile. Technology-based online service applications are one example of applications that are considered able to meet the needs of human life, because they provide aspects of benefits and ease of use. Including applications that provide online transportation services, where this service makes it easier for customers to order services offered through *smartphone applications* and will then be responded to by service providers through the same platform.

Smartphone applications for online transportation service providers are actually fairly new in Indonesia. This type of application was only known and widely used by the Indonesian people in 2014 (Pratama, 2015). Widely known to the public as *a startup*, it is a startup company founded by one or many people with the aim of developing products or services that are considered unique in accordance with the needs of consumers and the target market (Adieb, 2022).

Currently, there are 2,488 *startups* in Indonesia operating. An increase from 2022, where there were 2,152 *startups* at that time. This figure makes Indonesia the sixth country with the highest number of startups in the world, after the United States, India, the United Kingdom, Canada, and Australia (startupranking.com, 2023). As a startup, startup founders are constantly required to continue to be able to plan for the future and be ready to face uncertainty and market risks. So, it is important to continue to formulate strategies to continue to survive in the midst of the rampant euphoria of the establishment of various types of *startups* that are increasingly attracting public attention.

Gojek is one of the *startups* that provides online transportation services and the number of users in Indonesia is increasing rapidly. Gojek which is a subsidiary of PT GoTo Gojek Tokopedia. The initial goal was to reduce the number of unemployed in the city of Jakarta. Since then, Gojek has become one of the companies that has succeeded in making new breakthroughs related to the field of information technology-based public transportation, as well as having the fastest and most visible growth in Indonesia.

## **2. LITERATURE REVIEW**

In November 2019, a report revealed that Gojek users are spread across 4 countries with the largest number of users in Indonesia, with 29.2 million users. Then followed by Vietnam with 4.3 million users, Thailand with 2 million users, and finally Singapore with 800 users (Annur, 2021). The number of users in Indonesia then increased rapidly to 170 million users in June 2020 (Hasudungan Tampubolon, 2024). With the rapid development of Gojek service services, it will have a significant impact on the benefits because customers have sacrificed to

be able to buy the product, then the ease of use of the application to help the public to be quickly served by using the application and the security of using the Gojek service so that customers can avoid threats and become victims of the service, According to (Nurhayati et al., 2020) The perception of usability is measured through indicators such as improving work performance, making work easier and overall the technology used is considered useful. Convenience as a measure by which individuals believe that technological systems can be easily understood and used. And security means that the users of the information system are safe, the risk of data loss or information is very small, and the risk of theft is low. This is conveyed in the (Ghozihan & Nugroho, 2022), (Naufaldi & Tjokrosaputro, 2020). The use of technology that can provide benefits to customers and can be theoretically explained by (Davis, 1989) which came to be known as The Technologi Acceptance Model (TAM)(Simanjuntak & Sukresna, 2020), Where this theory uses the perception of ease of use and the perception of benefits, a system is created certainly with the purpose of making it easier and useful for the user. So that Gojek application users feel the convenience of using the application and can benefit so that the system will always be used by the community. Then the additional variable is the perception of security where customers still assume the security factor in using the Gojek application.

### **Perception of Benefits**

Several studies have been conducted to prove that the perception of benefits affects customer interest using a technology application according to (Davis, 1989) Defining the perception of usefulness as the degree to which a person believes that using a particular system would enhance his or her job performance, that is, the level of trust a person in the use of a certain technological system will improve the person's work performance. Based on the results of the supporting research, (Robaniyah et al., 2021) which states that the variable of benefit perception has an influence on the interest in using it positively and significantly. This explains that the higher the benefits felt by users, the interest in using the application will also increase.

Perception of benefits according to (Davis, 1989)D, is a person's level of confidence that the use of a certain system can improve their job performance. Perceived usefulness is a level of confidence that the use of a system will be able to improve the person's performance. This is in accordance with research(Pranoto & Setianegara, 2020), (Apriani et al., 2023), where the customer or someone using the technology can provide (Wilson et al., 2021) Positive benefits are both in the form of increased performance, effectiveness and efficiency for him in daily activities.

Dimension of benefit perception ((Irmadhani & Nugroho, 2012), including: 1) The use of technology is able to increase individual performance, 2) the use of technology systems is

able to increase the level of individual productivity, 3) the use of technology systems is able to increase individual effectiveness, 4) the use of technology systems is beneficial to individuals.

### **Perception of Ease**

Perception of convenience According to (Davis, 1989) Convenience can be defined as a person's level of confidence that they will be free from effort when using a technology. The perception of ease of using the new system is expected to make it easier to use the application so that it can help speed up the process of completing one's work and activities, support from various institutions including finance is expected to speed up and familiarize the public with using the new system created to help and serve the community (Nursiah et al., 2022),(Rahman, 2022).

The benefits of the gojek application are one of the reasons why customers have felt the convenience of using the services in the gojek system. So that the public believes that many people use and utilize the services of the gojek system, on the other hand, if the system process in the gojek server is difficult, the public will not use the system.(Pratama, 2015), (Muhimmatin & Jannah, 2021) ,(Mardiyah et al., 2021), (Annur, 2020).

Previous research has proven that a system is made to provide convenience rather than to make it difficult for its users, thus someone using the system will work easier than manually. So that there is a positive and significant influence between the perception of ease of use and interest in using (Enisia Laora et al., 2021)

### **Security Perception**

The perception of security is closely related to a sense of comfort over threats that affect a situation, condition, or event that can cause difficulties and cause public distrust. According to Park and Kim in (Larasati, 2023) Define security as the ability of an e-commerce to carry out security control over transactions. They further explained that security guarantees play an important role in building trust by reducing consumer concerns about the misuse of personal data and fragile data transactions. According to Adityo in (Yoni et al., 2023) The perception of security is the extent to which individuals have confidence that the technology used to transmit sensitive information, such as customer information and financial transactions, is secure. Customers will leave if the security level is too low to consider transacting in the company.

Then the indicator of the perception of security according to the Kholifah, Nur & Ita in (Yoni et al., 2023), Including; (1) integrity, (2) confidentiality, (3) authentication, and (4) no transaction recording (availability). Integrity is an information system refers to user data cannot

be accessed by third users without authorization Classification implies data that must be viewed by an approved party. Confirmation is an extraordinary activity that must be carried out after recognizable proof or affirmation that the nature is valid for one organization. Transaction blocking is a process that protects an individual or organization from refusing to complete a transaction.

The perception of security proves that if the level of security is high by ensuring that all users' personal information is safe, then users will feel safe and interested in using the technology, so that there is a positive and significant influence between the perception of security and the interest in using, in line with the results of research that has been conducted by (Hikmah & Nurlinda, 2023), (Hidayat et al., 2022), (Fahrudi et al., 2023).

### **Interest in Using**

According to Simamora in (Kesuma & Nurbaiti, 2023), Interest in using or buying interest arises because there is a positive stimulus regarding an object so that it raises consumer motivation for a product. Usage interest or buying interest is the tendency of consumers to buy a brand or take a purchase-related action measured by the likelihood of the consumer making a purchase.

Meanwhile, the factors that affect an interest according to Abdurrahman Saleh and Muhib Abdul Wahab in (Zainal Abidin Harahap et al., 2022), Including; 1) Motivation from within the individual, 2) Social motives, 3) Emotional factors. Interest in being influenced by the benefits and security that a person can feel for a product will increase trust, as well as ease in running a system (Sari & Bagana, 2022), (Widi & Girindra Mega Paksi, 2024),(Desvronta, 2021).

## **3. RESEARCH METHODS**

### **Research Design**

This study uses a quantitative descriptive method. Quantitative research is research based on the philosophy of positivism, used to research samples in certain populations, data collection using research instruments, analysis of statistical/quantitative data with the aim of testing predetermined hypotheses (Sugiyono., 2019). By using quantitative research methods, it can be seen that the relationship between variables and the object being studied is more causal, so that in the study there are dependent and independent variables. Quantitative data is a type of data that can be measured or calculated directly, namely in the form of information or explanations expressed in numbers or in the form of numbers. The population in this study

is Gojek service users in West Java, the number of samples determined in this study is 106 people obtained using slovin with an error rate of 5%.

#### **4. RESULTS AND DISCUSSION**

##### **Statistical Test Results**

**Table 1.** Descriptive Statistical Test Results

<b>Statistics Descriptive</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Usability Perception	106	15	29	25.53	3.387
Perception of Comfort	106	10	20	17.00	2.160
Security Perception	106	8	15	12.78	1.359
Interest in Usage	106	9	20	16.77	2.481
Valid N (listwise)	106				

Source: Processed Data

##### **Usability Perception**

In the "Usability Perception" variable, there are 106 valid data, meaning that there is no missing or incomplete data. The range of usability perception values is from 15 to 29. A score of 15 indicates that there are respondents with the lowest perception of usability, while a score of 29 indicates that there are respondents with the highest perception of usability. The average perception of usability obtained from all respondents was 25.53. The standard deviation of 3.387 indicates that the value of perceived usability is spread relatively far from the average. The higher the standard deviation value, the greater the variation or difference between individual values and the average. Thus, in terms of usability perception, respondents have a fairly variable range of values and are spread relatively far from the average value.

##### **Perception of Comfort**

In the "Perception of Comfort" variable, there are 106 valid data, which means that there is no missing or incomplete data. The range of comfort perception values ranges from 10 to 20. A score of 10 indicates that there are respondents with the lowest perception of comfort, while a score of 20 indicates that there are respondents with the highest perception of comfort. The average perception of ease obtained from all respondents was 17.00. The standard deviation of 2,160 describes the extent to which the data is spread from the mean value. The higher the standard deviation value, the greater the variation or difference between individual

values and the average. Thus, in terms of the perception of comfort, respondents had a considerable variation in values, and these values were also spread relatively close to the average value. This suggests that there is variation in the perception of comfort among respondents, but overall, the perception of comfort tends to be around an average value of 17.00.

### **Security Perception**

In the "Security Perception" variable, there are 106 valid data, which means that there is no missing or incomplete data. The range of security perception values is between 8 to 15. A value of 8 indicates that there are respondents with the lowest perception of security, while a value of 15 indicates that there are respondents with the highest perception of security. The average perception of security obtained from all respondents was 12.78. The standard deviation of 1.359 describes the extent to which the data is spread from the mean value. The higher the standard deviation value, the greater the variation or difference between individual values and the average. Thus, in terms of security perception, there was a relatively low variation among respondents, and security perception scores tended to be close to the average value of 12.78. This suggests that overall, respondents have the same perception of the level of security, with not too large variations.

### **Interest in Usage**

In the "Interest in Usage" variable, there are 106 valid data, indicating that no data is missing or incomplete. The range of use interest values ranges from 9 to 20. A value of 9 indicates that there are respondents with the lowest usage interest, while a value of 20 indicates that there are respondents with the highest usage interest. The average usage interest obtained from all respondents was 16.77. The standard deviation of 2,481 describes the extent to which the data is spread from the mean value. The higher the standard deviation value, the greater the variation or difference between individual values and the average. Thus, in terms of usage interest, there was significant variation among respondents, and the interest rate on usage was also spread quite far from the average value of 16.77. This shows that respondents' perceptions and interests in using something tend to be diverse, with some respondents showing low interest and others showing high interest.

## **Instrument Test**

### **Validity Test**

**Table 2.** Validity Test Results

Indicator	r	r Table	Description
X1.1	1	0.1606	Valid
X1.2	.485**	0.1606	Valid
X1.3	.414**	0.1606	Valid
X1.4	.456**	0.1606	Valid
X1.5	.512**	0.1606	Valid
X1.6	.316**	0.1606	Valid
X2.1	.424**	0.1606	Valid
X2.2	.478**	0.1606	Valid
X2.3	.414**	0.1606	Valid
X2.4	.467**	0.1606	Valid
X3.1	.355**	0.1606	Valid
X3.2	.396**	0.1606	Valid
X3.3	0.165	0.1606	Valid
Y1	.343**	0.1606	Valid
Y2	.326**	0.1606	Valid
Y3	.443**	0.1606	Valid
Y4	.546**	0.1606	Valid

Source: Process Data

The results of the validity test show that all indicators have a calculated r-value greater than the r-value of the set table (0.1606). This indicates that all indicators have sufficient or valid validity. The indicators (marked with \*\*), all have significant correlations and the correlation value is quite high. Therefore, these indicators can be considered valid in measuring the construction in question. Thus, based on the results of this validity test, it can be concluded that all indicators have been proven to be valid and can be used effectively in measuring the constructed under study.



## Reliability Test

A reliable instrument is one that, when used multiple times to measure the same object, will produce the same data (Sugiyono., 2022).

**Table 3.** Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0.899	17

Source: Processed Data

The results of the Reliability test will be interpreted by referring to the following category table:

**Table 4.** Reliability Categories

Kategori	Description
Alpha > 0,90	Excellent
Alpha 0,70 – 0,90	Good
Alpha 0,50 – 0,70	Keep
Alpha < 0.50	Low

Sumber: (Ghozali, 2018).

Based on the results of the reliability test using Cronbach's Alpha, an alpha value of 0.899 was obtained with a total of 17 questions. With reference to the reliability category, the alpha value falls into the category of high reliability. This indicates that the instruments used in research or measurement have a high level of consistency. In this context, instruments can be relied upon in measuring the constructed being studied. Although it does not achieve an exceptional level of reliability (above 0.90), an alpha value of 0.899 indicates that the instrument has an adequate and reliable level of reliability in the context of the measurements being performed.

## Classic Assumption Test

**Table 5.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	1.61560282

Most Extreme Differences	Absolute	0.084
	Positive	0.056
	Negative	-0.084
Test Statistic		0.084
Asymp. Sig. (2-tailed)		.062 <sup>c</sup>

Sumber: Data yang Diproses

The results of the normality test using the One Sample Kolmogorov-Smirnov Test show that Asymp. Sig. (2-tailed) (significance value) is 0.062. Since the significance value (0.062) is greater than 0.05, it can be concluded that the data is distributed normally.

### Multicollinearity Test

**Tabel 6.** Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Perception of Usability	0.608	1.644
	Perception of Convenience	0.565	1.771
	Perception of Security	0.659	1.518

Source: Processed Data

The results of the multicollinearity test showed the collinearity statistics for the regression model used. In this case, the tolerance value and variance inflation factor (VIF) are obtained for each independent variable in the model.

For the Perception of Usability variable, a tolerance value of 0.608 and VIF 1.644 were obtained. The tolerance value is close to 1 and the VIF is close to 1 indicating that there are no significant multicollinearity issues in these variables.

For the Perception of Convenience variable, a tolerance value of 0.565 and VIF of 1.771 were obtained. The tolerance value is close to 1 and the VIF is close to 1 indicating that there are no significant multicollinearity issues in these variables.

For the Perception of Security variable, a tolerance value of 0.659 and a VIF of 1.518 were obtained. The tolerance value is close to 1 and the VIF is close to 1 indicating that there are no significant multicollinearity issues in these variables.

Based on the results of the multicollinearity test, there is no significant indication of a multicollinearity problem in this regression model. Independent variables don't correlate significantly with each other, so there's no need to remove the variable from the model.

### Tes Heteroscedastisitas

**Table 7.** Heteroscedasticity Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	3.837	0.602		6.369	0.000
	Perception of Usability	-0.005	0.022	-0.023	-0.209	0.835
	Perception of Convenience	-0.053	0.036	-0.169	-1.447	0.151
	Perception of Security	-0.166	0.053	-0.335	-3.105	0.246

Source: Processed Data

The value of the regression coefficient for the usability perception variable (Usability perception) was -0.005 with a standard error of 0.022 and a t-statistical value of -0.209. The resulting P-value was 0.835, which suggests that this coefficient is not statistically significant to heteroscedasticity.

The value of the regression coefficient for the comfort perception variable (Perception of Comfort) was -0.053 with a standard error of 0.036 and a t-statistical value of -1.447. The resulting P-value is 0.151, which suggests that this coefficient is also not statistically significant to heteroscedasticity.

The value of the regression coefficient for the security perception variable (Security Perception) was -0.166 with a standard error of 0.053 and a t-statistical value of -3.105. The resulting P-value was 0.246, which suggests that this coefficient is also not statistically significant to heteroscedasticity.

Thus, based on the results of the Glejser heteroscedasticity test, there were no variables that had a significant influence on heteroscedasticity in this regression model.

**Table 8.** Results of Double Linear Regression Test

Coefficients <sup>a</sup>						
Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	-1.594	1.636		-0.974	0.332
	Perception of Usability	0.262	0.061	0.358	4.330	0.000
	Perception of Convenience	0.342	0.099	0.298	3.474	0.001
	Perception of Security	0.458	0.145	0.251	3.157	0.002
a. Dependent Variable: Interest in Use						

Source: Processed Data

$$Y = -1.594 + 0.262 X1 + 0.342 X2 + 0.458 X3$$

In the results of the multiple regression test, there are three independent variables that affect the dependent variable " Interest in Use ". Here is a more detailed explanation of the regression coefficients for each variable:

- The value of the constant (Constant) is -1.594 in the multiple regression equation. This constant is a predictive or interceptive value when all independent variables (Security Perception, Usability Perception, Comfort Perception) have a value of zero. In this context, the constant -1.594 indicates that when all independent variables have a value of zero, it is estimated that the value of Interest in Use is -1.594.
- Usability Perception  
The regression coefficient for this variable is 0.262. This shows that every one unit of increased usability perception will contribute 0.262 in influencing usage interest. This coefficient is positive, which indicates that the higher the perception of usability, the higher the interest in use.
- Perception of Comfort  
The regression coefficient for this variable is 0.342. This means that every one unit of increase in comfort perception will contribute 0.342 in influencing usage interest. This coefficient is also positive, indicating that the higher the perception of comfort, the higher the interest in use.
- Security Perception  
The regression coefficient for this variable is 0.458. This means that every single unit of increased security perception will contribute 0.458 in influencing usage interest. This coefficient is also positive, indicating that the higher the perception of security, the higher the interest in use.

## Coefficient Determination Test

**Tabel 9.** Determination Coefficient Test Results

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.759 <sup>a</sup>	0.576	0.564	1.639	1.893
a. Predictors: (Constant), Perception of Security, Perception of Usability, Perception of Convenience					
b. Dependent Variable: Interest in Use					

Source: Process Data

In the analysis of the determination coefficients performed, the model shows the following results:

- The correlation coefficient value (R) of 0.759 indicates a strong positive relationship between the predictor variables (Security Perception, Usability Perception, Comfort Perception) and the bound variable (Usage Interest).
- The determination coefficient (R Square) of 0.576 indicates that about 57.6% of the variation of the bound variable can be explained by the predictive variables present in the model.
- An adjusted R-Square value of 0.564 indicates that about 56.4% of the variation of the bound variable can be explained by the existing predictor variable, after taking into account the sample count and the complexity of the model.
- The standard error of the estimate (Std. Error Estimate) 1.639 illustrates the extent to which the approximate value in the regression model can differ from the actual value.

Thus, this model provides an indication that the predictor variables (Perception of Security, Perception of Usability, Perception of Convenience) together have a significant influence on the bound variable (: Interest in Use), with the ability to explain the variation is quite high at 56.4%. The remainder is about 43.6% variation of bound variables that are not explained by the predictor variables in this model.

## Hypothesis

**Table 10.** Test Results t

Coefficients <sup>a</sup>						
Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	-1.594	1.636		-0.974	0.332
	Perception of Usability	0.262	0.061	0.358	4.330	0.000
	Perception of Convenience	0.342	0.099	0.298	3.474	0.001
	Perception of Security	0.458	0.145	0.251	3.157	0.002
a. Dependent Variable: Interest in Use						

Source: Process Data

The results of the hypothesis test on the influence of usability perception, comfort perception, and safety perception on usage interest can be interpreted as follows:

H1: Usability perception affects usage interest. In this regression model, the beta coefficient for usability perception is 0.262 with a significance level (sig.) 0.000. This shows that there is a significant and positive influence between usability perception and usage interest. Therefore, the H1 hypothesis is acceptable.

H2: The perception of comfort affects the interest of use. The beta coefficient for ease perception is 0.342 with a significance level (sig.) 0.001. This shows that there is a significant and positive influence between the perception of convenience and the interest in use. Therefore, the H2 hypothesis is acceptable.

H3: Security perception influences usage interest. The beta coefficient for security perception was 0.458 with a significance level (sig.) 0.002. This shows that there is a significant and positive influence between the perception of security and the interest in use. Therefore, the H3 hypothesis is acceptable.

## Discussion

### The effect of usability perception on usage interest

The perception of usability has a significant influence on usage interest. The results of the analysis showed that the beta coefficient for usability perception was 0.262 with a significance level (sig.) 0.000. This suggests that there is a strong positive influence between usability perception and usage interest. In more detail, usability perception can be interpreted as a person's level of trust and confidence in the ability of a product or service to provide

benefits or usability for its users. When a person has a positive perception of the usefulness of a product or service, they tend to have a greater interest in using it. This may be a factor that drives consumer interest in continuing to use it in the long term (Enisia Laora et al., 2021). The findings of this study show that the perception of benefits can give an idea that using the app can improve efficiency and productivity, as well as save time. In line with the results of previous research which stated that the perception of sadness in a system is certainly a background for consumers to continue using it (Robaniyah et al., 2021), (Oentario et al., 2017).

### **The effect of the perception of convenience on user interest**

The perception of convenience also has a significant influence on the interest in use. In this analysis, the beta coefficient for the perception of ease is 0.342 with a significance level (sig.) 0.001. This indicates that there is a significant positive influence between the perception of convenience and the interest in use. The perception of convenience in the context of consumption interest can be attributed to the theory put forward by (Davis, 1989). This theory explains that the perception of comfort is the level or state at which the user feels that the use of a system does not require excessive effort. In other words, the easier and more frictionless the user can operate the system, the higher the perception of comfort felt by the user.

In service applications like Gojek, the perception of convenience is an important factor because users want a smooth and seamless user experience (Putra & Sari, 2022). These results are in line with the findings of previous research that showed that the perception of convenience has a positive impact on interest in using technology. When users feel that using a technology is easy and does not require a lot of effort, they tend to be more motivated to adopt and use the technology (Pranoto & Setianegara, 2020). The existence of a significant influence explains that the ease of use of the Gojek application refers to an information system that is easy to learn, understand, and has easy-to-use features, which facilitates transactions for daily needs. These findings support previous research conducted by (Robaniyah et al., 2021) which shows that ease of use has a significant influence on interest in using electronic money.

### **The effect of security perception on usage interest**

The results of the analysis show that the perception of security affects the interest in use. These findings are in line with previous research that has shown that security has a significant influence on interest in using information systems. Users tend to be more interested in using systems that they believe are safe and secure. Some of the results also suggest that a positive perception of security can increase users' trust in the system, reduce their concerns about potential risks and losses, and promote wider adoption of the system (Mileniummiati et al., 2023), (Utami et al., 2022).

Research (Watang & Darmayanti, 2024), found that positive perceptions of security significantly influenced interest in using information systems. These results support the argument that information system security can be an important factor in influencing usage interest. A strong perception of security can provide a sense of security and trust to users regarding the use of the system. This can affect usage interest, as users tend to be more interested and interested in using systems that are considered secure and can protect their data and information.

## **5. CONCLUSION**

Based on this discussion, it can be concluded that the perception of usability, convenience, and security has a significant influence on interest in using the Gojek Application. An individual's level of trust in the benefits, affordability, and data protection offered by these apps positively influences their desire to use it. Therefore, it is recommended that the development of the user experience of the Gojek Application be improved, focusing on usability, ease of use, and security. Open communication with users also needs to be maintained to get useful feedback to improve the app. In addition, features related to those aspects should be optimized, and a clear and accessible user guide is provided. Further studies are recommended to explore other factors that may also affect usage interest, such as perception of service quality, user satisfaction, and social factors.

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