

**PENGARUH *USER EXPERIENCE*, *PERCEIVED VALUE*, DAN
PERCEIVED SACRIFICE TERHADAP *BEHAVIORAL INTENTION* PADA
PENGGUNA APLIKASI OJEK *ONLINE* MAXIM DAERAH ISTIMEWA
YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *user experience*, *perceived value*, dan *perceived sacrifice* terhadap *behavioral intention* pada pengguna aplikasi ojek *online* Maxim. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 100 responden. Pengumpulan data primer dilakukan dengan metode menyebarkan kuesioner lewat *google form* yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil analisis data Uji t atau parsial menunjukkan bahwa variabel *user experience* berpengaruh dan variabel *perceived value* berpengaruh positif terhadap variabel *behavioral intention*, sedangkan variabel *perceived sacrifice* berpengaruh negatif terhadap variabel *behavioral intention*. Hasil analisis data Uji F menunjukkan bahwa secara bersama-sama *user experience*, *perceived value*, dan *perceived sacrifice* berpengaruh terhadap *behavioral intention*.

Kata Kunci: *User Experience*, *Perceived Value*, *Perceived Sacrifice*, dan *Behavioral Intention*

 13/10 '23

THE INFLUENCE OF USER EXPERIENCE, PERCEIVED VALUE, AND PERCEIVED SACRIFICE ON BEHAVIORAL INTENTION ON USERS OF THE MAXIM ONLINE OJEK APPLICATION IN THE SPECIAL REGION OF YOGYAKARTA

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Abstract

This study aims to analyze the effect of user experience, perceived value, and perceived sacrifice on behavioral intention in users of the Maxim online motorcycle taxi application. The method used in sampling is purposive sampling of 100 respondents. Primary data collection was carried out by distributing questionnaires via a Google form that had been tested for validity and reliability. The analysis in this study uses multiple linear regression analysis. The results of data analysis of the t or partial test show that the user experience variable has an effect and the perceived value variable has a positive effect on the behavioral intention variable, while the perceived sacrifice variable has a negative effect on the behavioral intention variable. The results of the F test data analysis show that together user experience, perceived value, and perceived sacrifice have an effect on behavioral intention.

Keywords: *User Experience, Perceived Value, Perceived Sacrifice, and Behavioral Intention*