

ANALISIS PENGARUH *USER INTERFACE QUALITY* DAN *PERCEIVED USEFULNESS* TERHADAP *INTENTION TO USE* MELALUI *TRUST* SEBAGAI VARIABEL INTERVENING PADA APLIKASI TRAVELOKA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *user interface quality* dan *perceived usefulness* terhadap *intention to use* melalui *trust* sebagai variabel intervening pada aplikasi Traveloka. Sampel dalam penelitian ini adalah masyarakat baik mahasiswa maupun non-mahasiswa yang berdomisili di Yogyakarta yang pernah menggunakan aplikasi Traveloka. Teknik yang digunakan dalam pengambilan sampel adalah metode *purposive sampling* dengan jumlah 80 responden. Pengambilan data primer dilakukan dengan metode penyebaran kuesioner secara daring yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini adalah menggunakan analisis jalur atau *path analysis* dengan bantuan program *IBM SPSS Statistic 23*. Data dalam penelitian ini dinyatakan valid dan reliabel dilihat dari nilai signifikansi seluruh indikator variabel sebesar 0,000 dan nilai *Cronbach's Alpha* lebih besar daripada 0,7. Hasil dari penelitian ini menunjukkan bahwa secara bersama-sama *user interface quality*, *perceived usefulness*, dan *trust* berpengaruh signifikan terhadap *intention to use*. Secara parsial *user interface quality*, *perceived usefulness*, dan *trust* berpengaruh signifikan terhadap *intention to use*. Dari hasil analisis jalur menunjukkan bahwa *trust* secara parsial memediasi pengaruh *user interface quality* dengan nilai pengaruh langsung sebesar 0,094 dan pengaruh tidak langsung sebesar 0,0515. Pada variabel *perceived usefulness*, *trust* juga berperan sebagai mediasi parsial dengan nilai pengaruh langsung sebesar 0,202 dan pengaruh tidak langsung sebesar 0,08343. Dari hasil uji determinasi (R^2) menunjukkan bahwa 67,7% *user interface quality*, *perceived usefulness*, dan *trust* memiliki pengaruh terhadap *intention to use* pada aplikasi Traveloka sedangkan sisanya 32,3 % dipengaruhi oleh variabel lain selain dalam penelitian ini.

Kata Kunci: *User Interface Quality*, *Perceived Usefulness*, *Trust*, *Intention to Use*.

**THE INFLUENCE ANALYSIS OF USER INTERFACE QUALITY AND
PERCEIVED USEFULNESS ON INTENTION TO USE THROUGH TRUST
AS INTERVENING VARIABLE ON TRAVELOKA APPLICATION**

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Abstract

This study aimed to analyze the effect of user interface quality and perceived usefulness on the intention to use through trust as an intervening variable in the Traveloka application. This study sample was the society, both students and non-students who lived in Yogyakarta used the Traveloka application. The sampling technique used was a purposive sampling method with 80 respondents. Primary data was collected using online questionnaires distribution that has been tested for validity and reliability. Data were analyzed using path analysis with the program of the IBM SPSS Statistics 23. Data in this study were declared valid and reliable, as seen from the significance value of all variable indicators of 0,000, and Cronbach's Alpha value was more significant than 0.7. The results of this study showed significant effect simultaneously user interface quality, perceived usefulness, and trust on the intention to use. Partially user interface quality, perceived usefulness, and trust had a significant effect on the intention to use. The results of path analysis showed that trust partially mediated the influence of user interface quality with a direct effect value of 0.094 and an indirect effect of 0.0515. In the perceived usefulness variable, trust also acts as a partial mediation with the value of the direct effect of 0.202 and the indirect effect of 0.08343. The results of the determination test (R^2) showed that 67.7% of user interface quality, perceived usefulness, and trust influenced intention to use in the Traveloka applications. In comparison, the remaining 32.3% were influenced by variables other than in this study.

Keywords: *User Interface Quality, Perceived Usefulness, Trust, Intention to Use.*