ABSTRACT

This research aims to analyze the influence of perceived usefulness, perceived ease of use, security and privacy, information quality to intention to use. Case study in BRT Trans Semarang.

The number of sample used in this research were 100 respondents. Sample were chosen using purposive sampling technique. The analytical method used in this research is Multiple Linear Regression Analysis where previously tested the validity and reliability, then performed classical assumption that includes Normality Test, Multicollinearity Test, and Heterokedastisitas Test with level of significance 5%.

The result of this research found that perceived usefulness, perceived ease of use, security and privacy, and information quality positively significance influenced to intention to use.

Keyword : Perceived Usefulness, Perceived ease of use, Security and Privacy, Information Quality, Intention to Use, Technology Acceptance Model, Consumer Behavior.