

ABSTRACT

This Study aims to analyze the effect of perceived ease of use and perceived usefulness on intention to re-use service with trust as an intervening variable. The population used in this study were users of Gojek application in Semarang. The number of samples used in this study were 170 respondents. The data collection method is questionnaire. Structural Equation Modeling(SEM) with AMOS program used as technique analysis in this study.

The result showed that perceived ease of use and perceived usefulness had a positive and significant effect on trust. Other results are perceived usefulness, perceived ease of use, and trust have a positive and significant effect on intention to re-use service

Keywords : Perceived ease of use, perceived usefulness, trust, intention to re-use service.