

**PENAMBAHAN VARIABEL *TRUST* DAN *PERCEIVED PRICE* PADA
EXPECTATION CONFIRMATION MODEL DALAM ANALISIS
KEBERLANJUTAN PENGGUNAAN APLIKASI INDRIVE**

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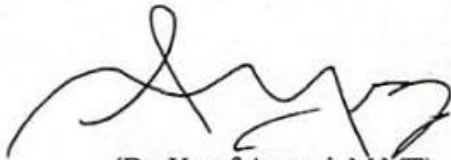
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ABSTRAK

PENAMBAHAN VARIABEL *TRUST* DAN *PERCEIVED PRICE* PADA *EXPECTATION CONFIRMATION MODEL* DALAM ANALISIS KEBERLANJUTAN PENGGUNAAN APLIKASI INDRIVE

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Perkembangan pesat teknologi digital telah mentransformasi berbagai sektor kehidupan, termasuk sektor transportasi. Di tengah persaingan ketat, inDrive muncul sebagai salah satu pesaing baru yang mengusung pendekatan berbeda, yaitu melalui sistem negosiasi harga. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis variabel-variabel yang memengaruhi niat keberlanjutan penggunaan aplikasi inDrive berdasarkan pendekatan *Expectation Confirmation Model* (ECM) dengan penambahan variabel *trust* dan *perceived price*. Penelitian dilakukan dengan pendekatan kuantitatif menggunakan metode *Partial Least Square-Structural Equation Model* (PLS-SEM) melalui aplikasi SmartPLS. Data dikumpulkan melalui kuesioner dari 119 responden mahasiswa UIN Sunan Ampel Surabaya yang pernah menggunakan aplikasi inDrive. Hasil penelitian menunjukkan bahwa *Perceived Usefulness*, *Trust*, dan *Perceived Price* berpengaruh positif dan signifikan terhadap *Continuance Intention*. Sementara itu, *Satisfaction* tidak berpengaruh signifikan terhadap *Continuance Intention*.

Kata kunci: *Expectation Confirmation Model*, inDrive, *Trust*, *Perceived Price*, Keberlanjutan Penggunaan.

ABSTRACT

ADDITION OF TRUST AND PERCEIVED PRICE VARIABLES TO THE EXPECTATION CONFIRMATION MODEL IN ANALYZING CONTINUANCE USE OF THE INDRIVE APP

By:

Dina Nur Amelia

The rapid development of digital technology has transformed various sectors of life, including the transportation sector. Amidst intense competition, inDrive has emerged as a new competitor, adopting a different approach: a price negotiation system. This study aims to identify and analyze the variables influencing continuance intention to use the inDrive app based on the Expectation Confirmation Model (ECM) approach with the addition of trust and perceived price variables. The study was conducted using a quantitative approach using the Partial Least Squares-Structural Equation Model (PLS-SEM) method through the SmartPLS application. Data were collected through questionnaires from 119 student respondents from UIN Sunan Ampel Surabaya who had used the inDrive app. The results showed that Perceived Usefulness, Trust, and Perceived Price had a positive and significant effect on Continuance Intention. Meanwhile, satisfaction had no significant effect on continuance intention.

Keywords: Expectation Confirmation Model, inDrive, Trust, Perceived Price, Continuance Intention.

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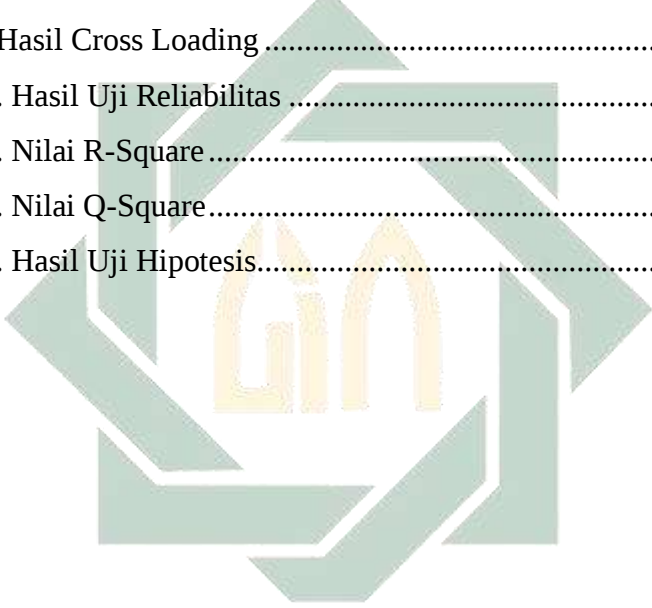
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