SUPPORTING STUDENT INTENTIONS TO USE TRAVELOKA BY ADDING PERCEIVED OF USEFULNESS, SOCIAL INFLUENCE, TRUST, AND SATISFACTION

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ABSTRACT

This research aims at determining and analyzing the influence of perceived usefulness, social influence, trust and satisfaction toward student intention to use electronic commerce (Traveloka). The data source used in this study is the primary data. The data used came from the questionnaires distributed to 273 respondents which are active students of Faculty of Economics and Business at Brawijaya University in the academic year 2015/2016 majoring in accounting. The analysis technique used is Partial Least Square (PLS) by using outer and inner model measurements. The results showed that those four independent variables namely perceived of usefulness, social influence, trust, and satisfaction are significantly influenced by the intention to use electronic commerce (Traveloka).

Keywords: perceived of usefulness, social influence, trust, satisfaction, intention to use, electronic commerce (Traveloka).

A. INTRODUCTION

The development of the internet has become increasingly rapid. The internet also facilitates people in the modern era to be more flexible, dynamic, and practical to do all its business. According to O'Brien (2003), the Internet is a rapidly expanding computer network millions of businesses, education and networks of mutual governance related. While based on a survey conducted by We Are Social, internet users at Indonesia reached 132.7 million users in early 2017 or increased by 51% compared to 2016 which was only 88.1 million Internet users. There are some aspects of life
that is influenced by the progress of information technology namely economic and social aspects.

Factors that influence the recipient of the information technology is closely related to the use of electronic commerce (e-commerce) up to the behavioral intention expressed as technology acceptance model (TAM) which is proposed by Davis (1989). Based on that, according to Davis’s point of view, IT adoption is affected by prior use-related beliefs. From UTAUT model, there are many kinds of variables that can contribute to make an intention to use e-commerce, but for this research, the researcher just takes one variable namely Social influence which is the degree to which an individual perceives what is important for others believe he or she should use the new system (Venkatesh et al., 2003).

Trust is the key factor and foundation in developing business in online transaction. In some researches, trust is exactly difficult to define since it takes more understanding of trust as essential features that affect consumer (McKnight, 2002). E-commerce is one of the new hallmarks of the Internet start-loved by many people. The existence of E-commerce business is a promising alternative to be applied at this time because the E-Commerce provides much convenience for both parties; both of the seller and the buyer in the transaction of business even though both parties are located in two different continents. Important aspect is the customer satisfaction with the vendor. A customer’s satisfaction with a vendor signals the vendor’s performance of the equitable outcomes and welfare of the customer during their past exchanges and thus demonstrates the customer service. Satisfaction reflects the perception of the trustee’s effective performance in terms of reliability and expertise in fulfilling past transactions Ganesan (1994) in Fang et al (2014).

The central factor in the model is created by interests (Intention) which refers to the interest to perform the behavior. Interests assumed to capture the motivational factors that influence behavior indicates how hard people are willing to try, how much an effort plans done to deploy the motivation factor to perform the behavior. High interest in the use of information technology systems will influence behavior in optimizing the performance of Information technology. Interest itself is influenced by attitudes toward behavior, which is subjectively normal and it influences the behavior and perceived behavioral control. Therefore, when the performance is improved then all the needs of the consumers will be met. Consequently, it creates higher interest of the consumer to use e-commerce.

This study uses Perceived Usefulness, Social Influence, Trust and Satisfaction variable to examining the effects of motivational determinants on TAM, UTAUT, Trust and Satisfaction as a background theory. Thus, this research studies the students use of e-commerce(Traveloka) as their transaction, and the use of e-commerce in Indonesia. Furthermore, this empirical study finding could be useful for developing and testing theories related to e-money system acceptance. The finding also useful for practitioners to device strategies and design promotion of e-system systems.
The researcher uses accounting major students who are active 2015/2016 in Faculty Economic and Business Brawijaya University. The respondents are using Traveloka or understand about this e-commerce system. Because student, as sample, can bring influence other student to use Traveloka that can bring many benefit as their transaction.

**B. LITERATURE REVIEW**

**THEOROTICAL INTENTIONS ON USING E-COMMERCE**

**Technology Acceptance Model**

This Research have purpose to decide the level of technology acceptance of information technology especially in the use of e-commerce. One model that often used to describe the level of acceptance of information technology is Technology Acceptance Model (TAM). This model proposed by Davis (1989) and explains the acceptance, usage and adoption of information technology.

The researcher can make conclusion from (Davis et al, 1989), TAM’s model give explanation of the determinants of technology acceptance that enables explanation of user behavior across a wide scope of end-user information technologies and user populations. From this model just take one component TAM perceived of usefulness for this research. Because has ability to a track their intension and acceptance to use e-money by understanding the capable transaction to using modern transaction.

**Unified Theory of Acceptance and Use of Technology**

This model created to shows more complete picture of the acceptance process. Furthermore, (Venkatesh *et al.*, 2003) stated eight models previously used in the information system literature were merged in an integrated model, all of which had their origins in psychology, sociology and communications. Handayani (2007) stated that from the combination of the eight things there are four main determinants of concern and utilization of a particular information system, namely performance expectations, work expectations, social influences, and facilitation conditions.

This model have many variables we can take, but from this study just take one variable is Social influence which is the degree to which an individual perceives that important others believe he or she should use the new system (Venkatesh *et al.*, 2003). This indicator is the way a consumer thinking and perception about people that give some important to them whether it do or do not reflect to their behavior (Fishbein and Ajzen, 1975).

**Trust in Behavioral Intentions**

Trust is the foundation and main factor in developing business in online transaction. In some research, trust is exactly difficult to define since it take more understanding of trust as an essential features that affect consumer (McKnight, 2002). Security is one of factor to make consumer trust on some tools/system because it can secure and concerns. For adding information Pavlou (2003) conducted research on individual interest in the use of online transactions, one of the variables is trust, which is the main construct used as
the basis of various studies of information technology systems. Based on that, trust construct is uncertainty that often arise when individuals use the internet.

**Satisfaction in Behavioral Intentions**

Customer satisfaction can be defined using the transaction-specific perspective or cumulative perspective. The transaction-specific perspective indicates that customer satisfaction is the evaluation based on the recent purchase experiences (Boulding et al., 1993 in Kuo et al 2009).

Overall satisfaction can explain some variation in intention to return (Johnson et al., 1995 in Jiang and Rosenblom, 2005). Customers overall satisfaction is an indication of how well customers like their experience at the site, and it is probably the best indication of their willingness to return to the site again if they are to make another purchase in the category. It is easy to imagine that if customers are very dissatisfied with their experiences, they are highly unlikely to return to the site for future purchases (Jiang and Rosenblom, 2005).

**Concept of Behavioral Intention in Acceptance Technology**

In the life of interest is instrumental in determining the person's behavior and attitude. Interest is essentially the acceptance of a relationship between oneself with an outer self. The stronger or closer the relationship, the greater the interest. (Surhayat, 2009: 19). It can be concluded that the interest will determine the behavior if an individual has a positive desire will also arise positive behavior and if the desired negative desire then the negative behavior that is received. Same is the case with system usage

**RESEARCH FRAMEWORK**

The conceptual framework was obtained to identify factors influencing interest in E-Commerce using the TAM and UTAUT research models. The model of this study can be explained in Figure 1

**Figure 1: Prospered Research Model**
On this research model, the behavioral intention is a sign of individual acceptance of a technology (Thompson et al., 1991). And the intention to use e-commerce systems is directly influenced by the construct perceived usefulness, social influence, trust and Satisfaction. Perceived Usefulness comes from TAM (Davis, 1989), Social influence comes from UTAUT (Venkatesh et al., 2003), and Trust comes from Pavlov (2003). And Satisfaction from Kotler and Armstrong (2008:144). When the behavioral intention is associated in the TAM, UTAUT, Trust and Satisfaction. TAM explains that intentions Individual to use technology can be influenced by affecting beliefs Individual behavior consisting of individual perceptions related to ease of use of technology (Davis, 1989).

The next model is that UTAUT states some variables that exist in IDT and TAM. This method also explains how the consumer thinking and perception about people that somehow think about uncertainty and unpredictable effect to use the system when the consumer uses their new technology (Venkaetsh et al., 2003). Trust is defined as a subjective probability that believes that online transactions will occur consistently according to expectations (Pavlov, 2001). The development of the model to explain and predict the uncertainties that often arise when individuals make transactions electronically by electronic money be more open attitude and understand in accepting new technology.

The last One is Satisfaction defined as feeling happy or disappointed someone who arises because of comparing the performance perceived by the product (result) to their expectations (Kotler and Armstrong 2008:144). If performance fails to meet expectations, customers will be dissatisfied. If performance is in line with expectations, customers will be satisfied. If performance exceeds expectations, consumers will be very satisfied or happy.

HYPOTHESIS DEVELOPMENT

The Effect of Perceived Usefulness on Behavioral Intention to Use E-Commerce

Davis et al. (1989) defines perceived usefulness as a belief in usefulness, the level at which users believe that the use of technology / systems will improve their performance in work. Thompson et al. (1991) also mentions that individuals will use information technology if they know the positive benefits of using it. Perceived usefulness is defined as the extent to which a person believes that the use of a particular information system will improve his performance.

From the above understanding can be taken another advantage is that these this constructs can be used as a basis for decision by someone about the use of new technology. If one feels confident that the information system is useful to use then he will use it. The perception of ease of use is also a belief about the decision-making process accordingly (Jogiyanto, 2008: 115).
H1: Perceived Usefulness had a positive effect on behavioral intention to use E-commerce.

The Effect of Social Influence on Behavioral Intention to Use E-Commerce

Social influence is the one of determinants that affects user’s behavior intention in UTAUT model. Social influence is defined as a measure whereby an individual feels that others want them to use the new system (Venkatesh, 2003). Social influences have a significant and positive effect on the interest of Alipay's use in China (Xie & Lin, 2014). Viewed from the psychological side, in adolescence, the influence of the environment is very strong, especially peers, and people who are considered idol or role model (Aufseeser et al., 2006).

H2: Social influence had a positive effect on behavioral intention to use E-commerce.

The Effect of Trust on Behavioral intention to Use E-Commerce

Trust is a necessary thing for users of information technology systems. People are more likely to use a form of payment they trust. However, does not ensure use. A person may trust cheques but may not pay everything by cheques. Use of a particular form of money is also influenced by access to a payments instrument and transaction mode; cultural meaning; information that is appropriate to the payment being made; cost and convenien.

Another study entitled “Analysis of Trust and Satisfaction on the use of Online Buying Transaction System (Study on "Z" Consumer)” conducted by Anang and Rizki, (2017) examined the factors that influence intention in using e-commerce. This study used 100 consumer in Lowokwaru, Malang who have used E-commerce. The result of analysis are with the increase of trust, it can increase use of online buying and selling systems for consumers. With an increase in satisfaction, it can increase the use of online trading transactions. With an increase in trust and satisfaction, it can increase the use of online buying and selling systems for consumers.

H3: Trust had a positive effect on behavioral intention to use E-commerce.

The Effect of Satisfaction on Behavioral intention to use E-commerce

Customer satisfaction can be defined using the transaction-specific perspective or cumulative perspective. The transaction-specific perspective indicates that customer satisfaction is the evaluation based on the recent purchase experiences (Boulding et al., 1993 in Kuo et al 2009). This study defines online customer satisfaction as “the perceived degree of contentment with regard to a customer’s prior purchase experience with a given electronic commerce firm” (Anderson and Srinivasan, 2003, p. 125). Repurchase
intentions represent the customer’s self-reported likelihood of engaging in further repurchase behavior (Seiders et al., 2005). Several prior studies have confirmed that there is a significant positive relationship between customer satisfaction and repurchase intentions (Mittal and Kamakura, 2001; Oliver, 1997; Yu and Dean, 2001 in Youl Ha, 2010).

Overall satisfaction can explain some variation in intention to return (Johnson et al., 1995 in Jiang and Rosenblom, (2005). Customers overall satisfaction is an indication of how well customers like their experience at the site, and it is probably the best indication of their willingness to return to the site again if they are to make another purchase in the category. It is easy to imagine that if customers are very dissatisfied with their experiences, they are highly unlikely to return to the site for future purchases (Jiang and Rosenblom, 2005).

H4: Satisfaction had a positive effect on behavioral intention to use E-commerce.

C. RESEARCH METHOD

Type of Research

This study is to test hypotheses and explain the relationship between constructs. The methods used are the variables used as independent variables, which are used as e-commerce as the dependent variable. This study uses causal research method. Causality study is a research that shows the direction of the relationship between free constructions with bound constructs, in addition to measuring the strength of the relationship (Kuncoro, 2003: 11).

This research belongs to survey type, that is research used in large or small population, but the data studied is data from samples taken from the population, so that relative events, distribution and relationships between constructs are founds.

Sample Determinant Techniques

Arikunto (2006: 18) Defining the overall population is the object of research. So, if anyone wants to examine all elements within the study area, the research is the study population. According to Sugiyono population (2008: 117), population is a generalization region consisting of, objects / subjects that have a certain quantity and characteristics defined by the researchers to learn and then drawn conclusions.

The population of this study is undergraduate students who are active with major Accounting in Economics and Business at University of Brawijaya Malang with 2015/2016. The sample is selected using stratified random sampling technique that is sampling method by population is arranged based
on strata or a certain group then the sample is selected from each strata or group, and the sampling method was determined using the Slovin formula (Wiyono, 2011). The researcher used the Slovin formula with a number of populations of 273 students.

**Types and Data Sources**

Based on the type of data used in this study is quantitative data. Quantitative data is data in the form of numbers or qualitative data in the arrogance (Sugiyono, 1999: 13). In this study, quantitative data is obtained from respondents scored using predefined scale. Based on the source, the data used in this study is primary. According Bungin (2010: 122), primary data is data obtained directly from the first data source at the research site or object of research or research object. The primary data is obtained from respondents' answers given on the questionnaire.

**Testing of Research Instruments**

**Validity Test**

Questionnaire used in the study should be valid. According to Thoifah (2015), valid is able to show to what extent a measuring instrument is capable to measure what is being measured (capable of measuring the object of research).

**Reliability Test**

A questionnaire is not only valid but should also be reliable. According to Thoifah (2015), reliable is steady or have high precision. To prove that the measuring instrument used is trusted or reliable by used Alpha Cronbach.

**Data Analysis Method**

**Evaluation Model**

PLS can test the measurement model (outer model) and simultaneous model (inner model) (Hartono & Abdillah, 2014). The measurement model is used to determine the relationship between research instruments and latent variables by conducting validity and reliability tests. The structural model is used to determine the relationship between latent variables by conducting a causality test.

**Measurement Model (Outer Model)**

The measurement model or outer model is used to test variable validity and instrument reliability. Validity test is conducted to determine the ability of the research instrument to measure what should be measured. While reliability testing is done to measure the consistency of measuring instruments in measuring a concept or can also be used to measure the consistency of respondents in answering items in the research questionnaire.
Validity test is used to measure the validity of a questionnaire. Validity consists of external and internal. External validity shows that the results of a study are valid results that can be generalized to all objects, situations, and times. Internal validity shows the ability of the research instrument to measure what should be measured from a concept. In the internal variable there is a construct variable that shows how well the results obtained from the use of a measurement of the theories used to define a construct. Construct validity consists of two types, namely convergent validity and discriminant validity.

Reliability test in PLS can be done using two methods, namely Cronbach's Alpha measures the lower limit of the reliability value of a construct and Composite Reliability measures the actual value of a construct's reliability. Rule of thumbs of alpha value or Composite Reliability must be greater than 0.7 even though the value of 0.6 is still acceptable.

**Structural Model (Inner Model)**

The structural model (inner model) is a structural model to predict the causality relationship between latent variables. This model is evaluated by looking at the percentage of variance explained by the value of R2 for the dependent variable, path coefficient value or t-value for a significant test between constructs in the inner model.

R-Squared value is used to measure the level of variation in changes in the independent variable on the dependent variable so that it can describe how much the dependent variable can be influenced by independent variables. The higher the R value, it can be interpreted that the better the estimation model of the research model that has been proposed.

The value of the Coefficient Path or t-value of each path is used to indicate a significant level in testing the hypothesis. This study uses a one-tailed hypotheses. The path coefficient value indicated by the t-statistic value must be above 1.96 for the Two-tailed hypotheses for testing hypotheses at alpha 5%.

**D.FINDING AND DISCUSSION**

**Sample Overview**

The number of questionnaires distributed was 300 questionnaires. Number of returned questionnaires does not exist. After examination, there were 273 questionnaires ready for further processing, although respondents never used electronic money as a means of payment. So the data is processed in this study that is 93% questionnaire, or as many as 273 questionnaires which can then be used as a sample in this study.
Characteristic of Respondent

The characteristics of the respondents are a description of the respondent's identity according to the research sample set by the researcher. The purpose of the description of the characteristics of respondents is to provide an overview of the sample of this study. The researcher carried out the questionnaire directly, it was expected that the respondents filled out the questionnaire correctly.

In this study, researchers’ classified respondents into several characteristics, there are; Sex, age, intensity using internet, number of using e-commerce, and intensity using Traveloka.

Characteristic respondents by sex

The result shows that the number of male respondents is 122 people (44.69%) and female respondents is 151 people (55.31%). This illustrates that in this research the number of used e-money is higher on female than male.

Characteristic respondents by age

Can be seen that the majority of respondents in this study were in the age range of less than 21-25 years with a percentage of 83.15% with the number of respondents as many as 227 students. The second place is in the age range <21 years with a percentage of 16.85% with the number of respondents as many as 46 students.

Characteristic respondents by used of internet

Can be seen that the number of respondents who have used the internet, there are students who less than 5 years using the internet as many as 49 students (17.95%). Furthermore we can know also that there are 128 respondents who have been using the internet for 5-10 years with a percentage (46.89%). Other final results, there are 96 out of 273 students over 10 years already have experience using the internet, then the intensity of internet users showed that students have been using it for 5-10 years.

Characteristic by experience using E-commerce Traveloka

Shows that 273 students have used e-commerce with percentage of 100%. So, it can be said that students who majoring accounting with the academic year 2015/2016 that still active have been using e-commerce Traveloka.

Characteristic respondents by how often used Traveloka

The characteristics shown are the intensity of Traveloka users in making transactions by seeing how often they use them. In this composition respondents can choose, if they ever use it, otherwise they cannot vote. The results of this table show that Traveloka users use it more often once a year,
with 132 respondents received from 273 students and other results showed the smallest number when using it every week with 58 of 273 students

**Analysis of Partial Least Square (PLS)**

Data processing techniques using the SEM method based on Partial Least Square (PLS). PLS software in this study uses software developed at the University of Hamburg Germany named SMARTPLS version 2.0 M3. In PLS there are two stages; the first stage is evaluating the outer model or measurement model. The second stage is an evaluation of the inner model or structural model. The measurement model consists of observable indicators

**Evaluation of Measurement model (Outer Model) Result**

**Convergent Validity**

**Figure 2: Outer Loadings**

<table>
<thead>
<tr>
<th></th>
<th>X1</th>
<th>X2</th>
<th>X3</th>
<th>X4</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.7367</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X1.2</td>
<td>0.7165</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>X1.3</td>
<td>0.761</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>X1.4</td>
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<td></td>
<td></td>
<td></td>
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</tr>
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<td>Y4</td>
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</tbody>
</table>

Source: Data Processed by SmartPLS (2018)

The loading factor value (convergent validity) of each indicator. Value of loading factor> 0.7 can be said to be valid. From this table, it is known that all loading factor values from Perceived of Usefulness (X1), Social Influence (X2), Trust (X3), Satisfaction (X4), and Intension in using e-commerce (Y) are greater than 0.70. This shows that the indicators are valid.

**Discriminant Validity**
Figure 3: Value of Cross Loading

<table>
<thead>
<tr>
<th></th>
<th>X1</th>
<th>X2</th>
<th>X3</th>
<th>X4</th>
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<td>Y1</td>
<td>0.515</td>
<td>0.436</td>
<td>0.545</td>
<td>0.197</td>
<td>0.802</td>
</tr>
<tr>
<td>Y2</td>
<td>0.512</td>
<td>0.397</td>
<td>0.516</td>
<td>0.207</td>
<td>0.789</td>
</tr>
<tr>
<td>Y3</td>
<td>0.477</td>
<td>0.419</td>
<td>0.532</td>
<td>0.276</td>
<td>0.836</td>
</tr>
<tr>
<td>Y4</td>
<td>0.426</td>
<td>0.453</td>
<td>0.547</td>
<td>0.197</td>
<td>0.736</td>
</tr>
</tbody>
</table>

Source: Data processed by PLS, 2018

It can be seen that all the indicators that compose each variable in this study (bold values) have met discriminant validity because they have the largest outer loading value for the variables formed and not on the other variables. Thus all indicators in each variable in this study have met discriminant validity.

Evaluation of Model

Evaluation of the measurement model with square root of average variance extracted is comparing the root value of AVE with the correlation between constructs. If the AVE root value is higher than the correlation value between constructs, then good discriminant validity is achieved. In addition, AVE values greater than 0.5 are highly recommended.

Figure 4: Goodness of Fit

<table>
<thead>
<tr>
<th>Variable</th>
<th>AVE</th>
<th>Composite Reliability</th>
<th>Cronbachs Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.5507</td>
<td>0.8305</td>
<td>0.7312</td>
</tr>
<tr>
<td>X2</td>
<td>0.6386</td>
<td>0.8412</td>
<td>0.7168</td>
</tr>
<tr>
<td>X3</td>
<td>0.5576</td>
<td>0.8832</td>
<td>0.8415</td>
</tr>
<tr>
<td>X4</td>
<td>0.5780</td>
<td>0.8455</td>
<td>0.7611</td>
</tr>
<tr>
<td>Y</td>
<td>0.6262</td>
<td>0.8699</td>
<td>0.7999</td>
</tr>
</tbody>
</table>

Source: Data Processed by PLS, 2018
The AVE value for the four constructs is greater than 0.5 so it can be concluded that evaluation of model measurements has good discriminant validity.

**Evaluation of Structural Model (Inner Model)**

**Figure 5: R-Square Value**

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>0.5448</td>
</tr>
</tbody>
</table>

R-square value Interest in using e-commerce is 0.5448, the value indicates the variable Intension to using e-commerce (Y) is influenced by Perceived of usefulness (X1), Social Influence (X2), Trust (X3), Satisfaction (X4) amounted to 54.48% while the remaining 45.52% was influenced by other variables outside of the research.

**Predictive Relevance (Q²)**

Goodness of Fit Model measured using R-square dependent latent variables with the same interpretation as regression; Q-Square predictive relevance for structural models, measuring how well conservation values are generated by the model and also its parameter estimates. The magnitude of Q² has a value with a range of 0 < Q² < 1, where getting closer to 1 means the model is getting better.

So the calculation of predictive relevance is as follows.

Value \( Q^2 = 1 - (1 - R^2) \)

Value \( Q^2 = 1 - (1 - 0.5448) \)

\[ = 0.5448 \]

Note:

\( Q^2 \) : Predictive Relevance’s value

\( R_{1}^2 \) : Value of R-Square from variable intension to use e-commerce

From the results of these calculations it is known that the Q² value is 0.5448, meaning that the magnitude of the diversity of data from the research that can be explained by the structural model designed is 54.48%, while the remaining 45.52% is explained by other factors outside the model. Based on these results it can be said that the structural model in this study is quite good because it is closer to the value of 1

**Hypothesis Testing**
The test results with bootstrapping from PLS analysis are as follows:

### Figure 6
**Path Coefficient (Mean, STDEV, T-Values)**

<table>
<thead>
<tr>
<th>Variable Relation</th>
<th>Estimation Coefficients</th>
<th>T value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1 -&gt; Y</td>
<td>0.249</td>
<td>4.496</td>
<td>0.000</td>
</tr>
<tr>
<td>X2 -&gt; Y</td>
<td>0.168</td>
<td>3.029</td>
<td>0.003</td>
</tr>
<tr>
<td>X3 -&gt; Y</td>
<td>0.400</td>
<td>6.975</td>
<td>0.000</td>
</tr>
<tr>
<td>X4 -&gt; Y</td>
<td>0.114</td>
<td>2.789</td>
<td>0.006</td>
</tr>
</tbody>
</table>

Source: Data processed by PLS, 2018

The structural equation obtained is:

\[ Y = 0.249 \times X1 + 0.168 \times X2 + 0.400 \times X3 + 0.114 \times X4 \]

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing hypotheses is the value found in the result for inner model output. Hypothesis testing can be done by comparing t-statistics with t-table. T-table can be obtained from 273 respondents who in the end obtained t-table of 1.960 for two directions, and 1.640 for one direction.

1. The value of the Perceived of usefulness variable for the use of e-Commerce with the path coefficient of 0.249 and t statistics of 4.496 is greater than t table (1.960) or p 0.05. From these results indicate that H0 is rejected and H1 is accepted this means the first hypothesis is accepted. So that perceived usefulness had a positive effect on behavioral intension to use e-commerce.

2. From the results of using data by SmartPLS the original sample value (O) is the path coefficient value and the t value statistic to show its significance. The results of testing the second hypothesis indicate that the relationship of the variables of Social Influence with Interest in using e-Commerce shows the path coefficient value of 0.168 with a t value of statistics of 3.029. This value is greater than t table (1.960) and significant or p 0.05. From these results indicate that H0 is rejected and H1 is accepted this means the second hypothesis is accepted. This means social influence had a positive effect on behavioral intension to use e-commerce.

3. Trust had a positive effect on behavioral intension to use E-commerce with path coefficients of 0.400 and t statistics of 6.975 greater than t table (1.960) and significant or p 0.05. From these results indicate that H0 is rejected and H1 is accepted this means that the third hypothesis is accepted. Can be said that trust has a direct and significant positive influence on the interest in using e-commerce.

4. Satisfaction had a positive effect on behavioral intension to use e-commerce with path coefficients of 0.114 and T statistics of 2.789 are greater than t table (1.960) and significant or p 0.05. From these results indicate that H0 is rejected and H1 is accepted this means that the third
hypothesis is accepted. Can be said that Satisfaction has a direct and significant positive influence on the interest in using e-commerce.

Discussion and Results.

Perceived of Usefulness on Behavioral Intention to Use e-commerce

The first hypothesis (H1) stated that Perceive of usefulness has a positive effect on behavioral intention to use e-commerce. The test result shows that the value of its T-Statistics is 4.496 which is greater than the value of T-table (1.96). Thus, hypothesis 1 is supported. The result of the test shows the students have perception that Perceived of Usefulness in the use of e-commerce will influence student intention in using e-commerce significantly.

Social Influence on Behavioral Intention to Use e-commerce

The second hypothesis (H2) stated that Social Influence has a positive effect on behavioral intention to use e-commerce. The test result shows that the value of its T-Statistics is 3.029 which is greater than the value of T-table (1.96). Thus, hypothesis 2 is supported. The result of the test shows the students have perception that Social Influence in the use of e-commerce will influence student intention in using e-commerce significantly.

Trust on Behavioral Intention to Use e-commerce

The third hypothesis (H3) stated that Social Influence has a positive effect on behavioral intention to use e-commerce. The test result shows that the value of its T-Statistics is 6.975 which is greater than the value of T-table (1.96). Thus, hypothesis 3 is supported. The result of the test shows the students have perception that Trust in the use of e-commerce will influence student intention in using e-commerce significantly.

Satisfaction on Behavioral Intention to Use e-commerce

The fourth hypothesis (H4) stated that Satisfaction has a positive effect on behavioral intention to use e-commerce. The test result shows that the value of its T-Statistics is 2.789 which is greater than the value of T-table (1.96). Thus, hypothesis 4 is supported. The result of the test shows the students have perception that satisfaction in the use of e-commerce will influence student intention in using e-commerce significantly.

E. CONCLUSION AND RECOMMENDATION

Conclusion

The results of the analysis and testing of hypotheses that have been carried out in the previous chapter, then the conclusions from the research conducted can be as follows:
1. The results of the study show that the Perceived of Usefulness variable has a positive and significant effect on the behavioral intention to use e-commerce as evidenced by the value of $t > 1.96$ which means there is a significant effect. This shows that students majoring in accounting in the 2015/2016 academic year of the Faculty of Economics and Business Universitas Brawijaya have a perception that perceived of usefulness in the use of e-commerce (Traveloka) will significantly influence students' intention to use e-commerce. Other things make it possible for students to feel the benefits that have been received, so that the use of e-commerce can be maximized by students.

2. The results of the study show that the Social Influence variable has a positive and significant effect on the behavioral intention to use e-commerce as evidenced by the value of $t > 1.96$ which means there is a significant influence. This shows that students majoring in accounting in the 2015/2016 academic year of the Faculty of Economics and Business Universitas Brawijaya have the perception that Social Influence in the use of e-commerce affects students' intention to use e-commerce significantly. In this study respondents have the opinion that respondents believe in the services that have been provided by e-commerce providers, namely regarding the security and reliability of those who manage electronic commerce.

3. The results of the study show that the Trust variable has a positive and significant effect on the behavioral intention to use e-commerce as evidenced by the value of $t > 1.96$ which means there is a significant influence. This shows that students majoring in accounting in the 2015/2016 academic year of the Faculty of Economics and Business Universitas Brawijaya have the perception that Trust in the use of e-commerce affects students' intention to use-commerce significantly. In this study respondents have the opinion that respondents believe in the services that have been provided by e-commerce providers, namely regarding the security and reliability of those who manage electronic commerce.

4. The results of the study show that the Satisfaction variable has a positive and significant effect on the behavioral intention to use-commerce as evidenced by the value of $t > 1.96$ which means there is a significant influence. This shows that students majoring in accounting in the 2015/2016 academic year of the Faculty of Economics and Business Universitas Brawijaya have the perception that Trust in the use of e-commerce affects students' intention to use-commerce significantly

**Recommendation**

As for the advice given, among others:

1. It is expected that the company can further improve service to trust, because the trust variable has a significant influence on the
behavior intention to use e-commerce, so the behavior intention to using e-commerce will be better.

2. Given that the independent variables in this study are very important in influencing the interest in using e-Commerce, it is expected that the results of this study can be used as a reference for further researchers to develop this research by considering other variables like compatibility, complexity, perceived ease of use, perceived risk and etc which is another variable outside the variables that have been included in this study

**Limitation**

As for the limitations of this study are as follows:

1. The sample used in this study is based on convenience sampling which limits this research to generalization.

2. This research only focuses on e-commerce in one company. As is known that each company has different characteristics in terms of e-commerce services.

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