

**ANALISIS KETERTARIKAN PENGGUNA TERHADAP LAYANAN BUS
ANTAR KOTA TRANSJATIM DENGAN PENDEKATAN TECHNOLOGY
ACCEPTANCE MODEL (TAM)**

SKRIPSI



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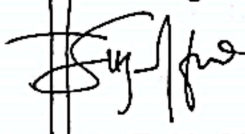
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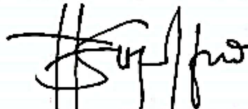
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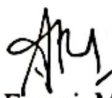
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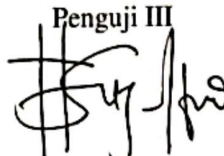
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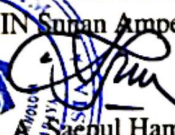

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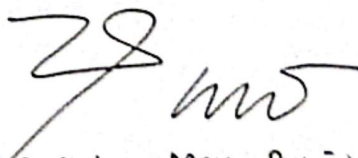
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ABSTRAK

ANALISIS KETERTARIKAN PENGGUNA TERHADAP LAYANAN BUS ANTAR KOTA TRANSJATIM DENGAN PENDEKATAN TECHNOLOGY ACCEPTANCE MODEL (TAM)

Transportasi publik memainkan peran penting dalam menunjang mobilitas masyarakat, khususnya di kawasan perkotaan dan antar kota. TransJatim, sebagai layanan bus yang disediakan oleh Pemerintah Provinsi Jawa Timur, hadir dengan menawarkan kenyamanan, efisiensi, dan keterjangkauan. Namun, tingkat adopsi layanan ini masih tergolong rendah. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi ketertarikan pengguna dalam menggunakan layanan TransJatim dengan pendekatan *Technology Acceptance Model* (TAM). Variabel yang dikaji meliputi Persepsi Kemudahan Penggunaan, Persepsi Manfaat, Minat Penggunaan, Kepercayaan, Kualitas Layanan, dan Persepsi Biaya. Metode yang digunakan adalah *Structural Equation Modeling Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa persepsi kemudahan ($\beta = 0.186$, $p < 0.05$), persepsi manfaat ($\beta = 0.381$, $p < 0.05$), dan kualitas layanan ($\beta = 0.158$, $p < 0.05$) berpengaruh positif dan signifikan terhadap minat penggunaan. Di dalam analisis juga diperoleh bahwa persepsi kepercayaan ($\beta = 0.136$, $p > 0.05$) dan persepsi biaya ($\beta = 0.034$, $p > 0.05$) berpengaruh positif dan tidak signifikan terhadap minat penggunaan. Serta, terdapat pengaruh mediasi yang signifikan dan berpengaruh positif dari persepsi manfaat dalam menjembatani pengaruh persepsi kemudahan penggunaan terhadap minat penggunaan ($\beta = 0.284$, $p < 0.05$). Temuan ini diharapkan dapat menjadi masukan strategis bagi pengelola TransJatim dan pemerintah dalam meningkatkan kualitas serta adopsi layanan transportasi publik di Jawa Timur.

Kata kunci: Transportasi Publik, TransJatim, TAM, SEM-PLS, Minat Pengguna.

ABSTRACT

ANALYSIS OF USER INTEREST IN TRANSJATIM INTER-CITY BUS SERVICES WITH THE TECHNOLOGY ACCEPTANCE MODEL (TAM)

APPROACH

Public transportation plays an important role in supporting community mobility, especially in urban and inter-city areas. TransJatim, as a bus service provided by the East Java Provincial Government, offers convenience, efficiency and affordability. However, the level of adoption of this service is still relatively low. This study aims to analyze the factors that influence user interest in using TransJatim services with the Technology Acceptance Model (TAM) approach. The variables studied include perceived ease of use, perceived benefits, interest in use, trust, service quality, and perceived cost. The method used is Structural Equation Modeling Partial Least Squares (SEM-PLS). The results showed that indicate that perceived ease of use ($\beta = 0.186, p < 0.05$), perceived usefulness ($\beta = 0.381, p < 0.05$), and service quality ($\beta = 0.158, p < 0.05$) have a positive and significant effect on behavioral intention to use. The analysis also revealed that perceived trust ($\beta = 0.136, p > 0.05$) and perceived cost ($\beta = 0.034, p > 0.05$) have a positive but insignificant effect on behavioral intention to use. Additionally, there is a significant and positive mediating effect of perceived usefulness in bridging the influence of perceived ease of use on behavioral intention to use ($\beta = 0.284, p < 0.05$). These findings are expected to be strategic input for TransJatim managers and the government in improving the quality and adoption of public transportation services in East Java.

Keywords: Public Transportation, TransJatim, TAM, SEM-PLS, User Interest

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- ξ = Variabel laten eksogen (independen laten)
- η = Variabel laten endogen (dependen laten)
- λ = Loading factor
- Δ = Kesalahan pengukuran indikator eksogen
- ε = Kesalahan pengukuran indikator endogen
- Γ = Koefisien pengaruh eksogen ke endogen
- β = Koefisien hubungan antar variabel laten endogen
- ζ = Kesalahan pengukuran struktural
- ϑ = Matriks kovarian kesalahan pengukuran
- ψ = Matriks kovarian kesalahan struktural
- φ = Matriks kovarian variabel laten eksogen

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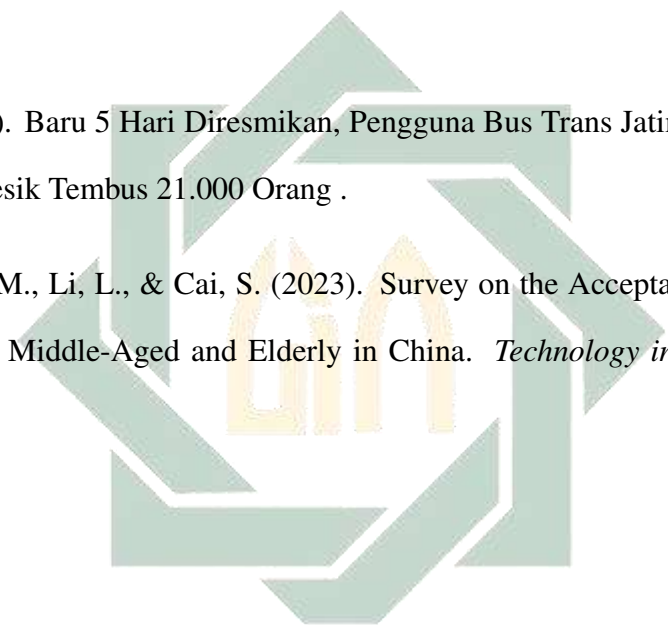
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