

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui penerimaan teknologi *Go-Ride* dengan menggunakan model *Unified Theory of Acceptance and Usage of Technology* (UTAUT) yang diintegrasikan dengan persepsi risiko (*perceived risk*). Model UTAUT mengidentifikasi empat faktor pendorong intention dan usage sebagai variabel independen yaitu *performance expectancy*, *effort expectancy*, *social influence* dan *facilitating condition* serta *gender*, *age* dan *experience* sebagai variabel moderasinya. Penelitian sebelumnya mengintegrasikan model UTAUT dengan *perceived risk* yang dibangun oleh tujuh variabel risiko. Pada penelitian ini faktor risiko yang ditambahkan hanya tiga variabel yaitu *performance risk*, *financial risk*, dan *time risk*.

Berdasarkan 151 sampel yang diambil dari mahasiswa Fakultas Ekonomi UII disimpulkan bahwa model penerimaan teknologi *Go-Ride* ini, terdapat 4 faktor yang mempengaruhi penerimaan yaitu *performance expectancy*, *effort expectancy*, *social influence* dan *behavioral intention*. Sedangkan *performance risk*, *financial risk*, *time risk* dan *facilitating condition* tidak terbukti berpengaruh terhadap penerimaan dan penggunaan teknologi *Go-Ride*

**Kata Kunci** : *Go-Ride*, *Go-Jek*, Penerimaan Teknologi, UTAUT, *Perceived Risk*

## ABSTRACT

*This research aims to determine technology acceptance of Go-Ride using Unified Theory of Acceptance and Usage of Technology (UTAUT) model that combined with perceived risk. UTAUT model indentifying that intention and usage influence by four factor as independen variabel; peformance expectancy, effort expectancy, social influence and facilitating condition and moderated by gender, age and experience. Earlier research was integrating UTAUT model with perceived risk that consist by seven variable of risk. There are only three risk factor that will be added in this reseach model; performance risk, financial risk and time risk.*

*According 151 data samples that collected from Fakultas Ekonomi UII's college, the result show that acceptance of Go-Ride technology influenced by four factor; performance expectancy, effort expectancy, social influence and behavioral intention. Whereas performance risk, financial risk, time risk and facilitating condition doesn't supported to influence acceptance and usage of Go-Ride techlology.*

**Keyword** : *Go-Ride*, *Go-Jek*, Technolgt Acceptance, UTAUT, *Perceived Risk*