THE INFLUENCE OF PERCEIVED RISK TOWARD TRUST AND ITS IMPACT ON PURCHASE INTENTION

(Study on GO-RIDE Consumer in Malang City)

UNDERGRADUATE THESIS

Proposed to Pursue Undergraduate Thesis Examination

at Faculty of Administrative Science of Brawijaya University

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MOTTO

"Kesalahan orang-orang pandai ialah menganggap yang lain bodoh, dan kesalahan
orang-orang bodoh ialah menganggap orang-orang lain pandai"

Pramoedya Ananta Toer

Angan tanpa Perubahan adalah Kemunafikan

Dimotius Yoga

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DECLARATION OF UNDERGRADUATE THESIS ORIGINALITY

I declare with truth that all the contents, in this undergraduate thesis there was no scientific paper which has been asked to accomplish awork or opinion that ever been written or published by other party. Unless for the quotes, whereas it referred and stated in the references

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SUMMARY

Dimotius Yoga Caesar Wanda, 2018 , **The Influence of Perceived Risk Toward Trust and Its Impact on Purchase Intention** (Case Study on GO-RIDE Customer in Malang City), Andriani Kusumawati, S.Sos., M.Si.,DBA, and Brillyanes Sanawiri S.AB MBA. 161 Pages + xv.

This research is aim to (1) indentify and explain influence of perceived risk to trust, (2) know and explain influence perceived to purchase intention, (3) to know and explain influence of trust to purchase intention.

This research is explanatory or explanative research techniques with quantitative approach. This research conducted in Malang City. A sample of 116 respondents who are (1) aged 18 years old, (2) user of GO-JEK mobile application, (3) already used GO-RIDE minimun 2 times at Malang.

The sampling technique in this research used non-probability sampling by taking samples by purposive sampling. Data were collected by distributing questionnaires. The analysis used is descriptive analysis and path analysis.

The results of this study show that perceived risk has a negative and significant influence on trust.Perceived risk has a negative and significantly influence purchase intention, trust has a positive and significant influence on purchase intention.Based on this research's result the transportation network company improve their security to increase consumer trust

Recomendation for the company is to concern about image who made risk factors perceived by consumers. Maintaining trust is also important because consumers decide on the purchase of services based on perceived risk and also trust in the service

Keywords : *Perceived Risk,Trust, Purchase Intention*

RINGKASAN

Dimotius Yoga Caesar Wanda, 2018 , *The Influence of Perceived Risk Toward Trust and Its Impact on Purchase Intention (Case Study on GO-RIDE Customer in Malang City)*, Andriani Kusumawati, S.Sos., M.Si.,DBA, and Brillyanes Sanawiri S.AB MBA.161 Hal + xv.

Penelitian ini bertujuan untuk (1) mengetahui dan menjelaskan pengaruh *perceived risk* terhadap *trust*, (2) mengetahui dan menjelaskan pengaruh *perceived risk* terhadap *purchase intention,* (3) mengetahui dan menjelaskan pengaruh *trust* kepada *purchase intention*.

Jenis penelitian yang digunakan adalah penelitian *explanatory* atau *explanative* dengan pendekatan kuantitatif. Sampel sebanyak 116 orang responden yang memenuhi syarat sebagai berikut (1) Berusia 18 tahun, (2) Pengguna aplikasi GO-JEK, (3) Pernah menggunakan GO-RIDE di Kota Malang minimal 2 kali. Teknik pengambilan sampel menggunakan Teknik *non-probability* sampling dengan cara pengambilan sampel menggunakan *purposive sampling*. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan menyebebar kuisioner. Analisis yang digunakan yaitu analisis deskriptif dan jalur (*path analysis*).

Hasil dari penelitian ini menunjukan *perceived risk* memiliki efek negatif dan signifikan terhadap *trust*, *perceived risk* memiliki efek yang negatif dan signifikan terhadap *purchase intention*, *trust* memiliki efek positif dan signifikan terhadap *purchase intention*.Berdsarkan hasil dari penelitian ini perusahaan transportasi daring harus meningkatkan kemananan layanan mereka untuk meningkatkan kepercayaan konsumen.

Rekomendasi untuk perusahaan adalah untuk tetap memperhatikan factor resiko yang dipersepsikan konsumen. Menjaga kepercayaan juga merupakan hal yang penting karena konsumen memutuskan pembelian jasa berdasarkan persepsi resiko dan juga kepercayaan terhadap jasa pelayanan tersebut.

Kata Kunci : *Perceived Risk,Trust, Purchase Intention,*

PREFACE

The greatest thing is presented to God who blesses the author, so this undergraduate thesis can be finished well. The undergraduate thesis, entitled **"The Influence of Perceived Risk Toward Trust and Its Impact to Purchase Intention (Study on GO-RIDE Consumer in Malang City)** is the final assignment to accomplish Bachelor Degree in Faculty of Administrative Science, Brawijaya University.

The author would like to address the deepest thanks to people who have helped and supported in completing this minor thesis, they are :

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The author realize that this undergraduate thesis is not perfect. The author willing to accept any kinds of constructive suggestions for betterment in future.Hopefully this undergraduate thesis can be usefull and helpful for people who read it.Thank you

Malang, 24th July 2018

Dimotius Yoga Caesar Wanda

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CHAPTER I

INTRODUCTION

A. Background

Indonesia is the world's fourth-largest country by population with a total population more than 260 million people. Supported by the growing number of population and its potential to use internet, Indonesia is also one of the fastest-growing Internet user around the world. Asosiasi Penyelenggara Jasa Internet Indonesia or APJII revealed Indonesia internet growth started in 1998 internet users in Indonesia of 500,000 users, then within 5 years increased 7.5 million to 8 million users in 2003. The growth of internet users in Indonesia continues and in 2008 internet users in Indonesia has reached 25 million users. In the next 5 years from 2008 to 2013, the number of internet users growth in Indonesia reached its peak of 57 million new users.
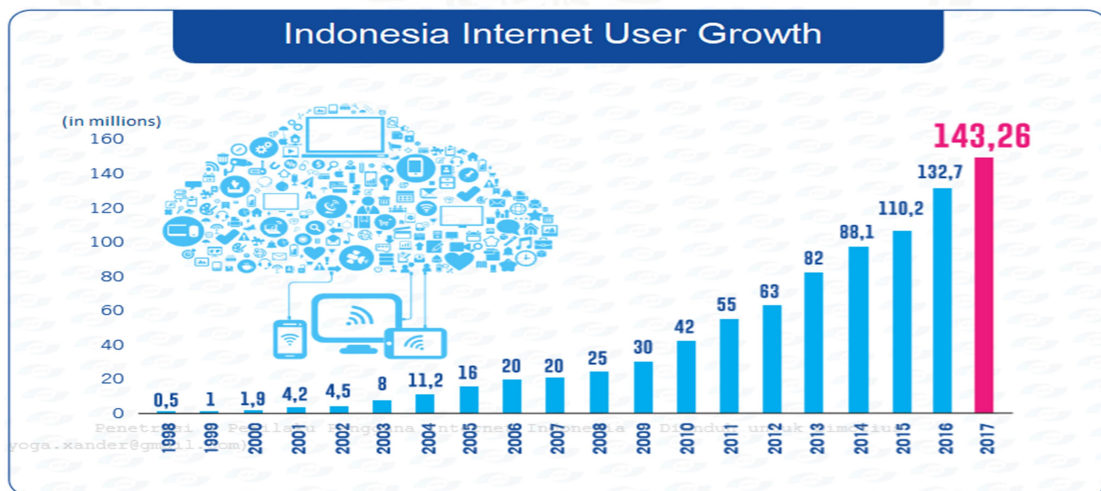
Figure 1 Internet user growth from 1998 to 2017
Source : APJII (2017)

Latest data shown in figure 1 growth Internet users in Indonesia that in 2017 there are 143.26 Million internet users from total of 262 Million population of Indonesia, this mean 54,68 % of Indonesian population is interconnected through the internet with that number Indonesia will be the fifth largest internet users in the world after China, India, America and Brazil (internetworldstats, 2017).

Easier access to internet and an increased utilization of smartphones has given people the opportunity to use the internet more frequently and with more convenience. Those reasons make the using of application in smartphone increase due to the growing of internet penetration as showed in Figure 2.
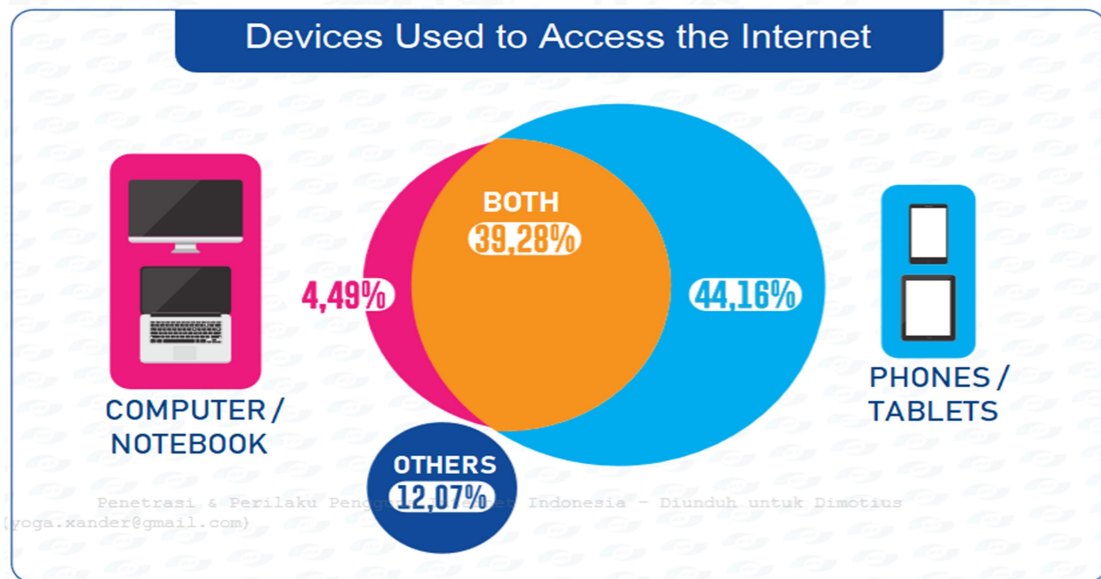
Figure 2 Devices Used to Access the Internet
Source : APJII (2017)

Based on Figure 2, mobile / tablets become the most common choice to access internet usage (44.16%), while computer / notebook used by (4.49 %) indonesia

internet user. There are (12.07%) Indonesia internet users who does not use mobile phones and computers /notebook or both.

The presence of mobile application technology in smartphones based on Android, Windows or IOS operating systems has brought significant changes in all areas, including transportation. Consumer is presented with the convenience to order goods, airline tickets, trains, ships and other modes of transportation only from gadgets owned, that's commercial activity through online platform called e-commerce. E-commerce studies have shown that consumer intentions to engage in online transactions are a significant predictor of consumers' actual participation in E-commerce transactions, the relationship between intention and behavior is based on the assumption that human beings attempt to make rational decisions based on the information available to them (Pavlou and Fygenson, 2006).

Consumers doesn't have to queue at airports, stations, ports or bus stations to order ticket. Simply by pressing application icon on a gadget, tickets can be ordered. Not stopping at the ticket booking system, smartphone application technology has been able to answer consumer needs for easy access to modes of transport - especially in big cities. With an application on their smartphone, the consumer-chosen mode of transportation (motorcycle or car) is present at the consumer's doorstep. Complete with driver's personal data, vehicle number and phone number. Consumers are also given travel guides to destinations with GPS (Global Positioning System). Even this application is equipped with tariff information to be paid by consumers before starting the trip.

The company who provide online transportation service called as "transportation network companies", or TNCs. TNCs are an innovative business model and are considered examples of what is called the "sharing economy", also referred to as "collaborative consumption". TNC have certainly appeared to refer to ridesharing companies, or ride-hailing services, for those firms that provide prearranged online transportation services to bridge between drivers, who are using their personal vehicles with passengers (Azevedo & Maciejewski, 2015). TNCs business model relies on the E-business platform. TNCs business model has been already known as the business model, which are funded by multiple investors. This means that TNCs may not be questioned from the legal status, in terms of funding issue, for example, due to its commonly well-established financial platform (Nurhidayah & Alkarim, 2017) .In Indonesia, TNCs have already captured the transportation market since about 3 years. There are several TNCs in Indonesia, which have already been operated, such as GO-JEK, Uber and Grab. All of them have already become customer favorite choice in helping their daily routine, especially before and after office hour to avoid congested streets, mainly in the cities and their suburban area.

The commonly seen transportation network company is currently divided into 2 types of modes; motorcycles and cars (passenger / box - goods). In terms of the selection of modes of transportation, it appears that both modes are the same as consumer choice. There are several transportation network company services businesses in Indonesia, those providing alternative to the consumer. The operator competition in the transportation based on mobile application niche is also evident

from the YLKI survey in 2017 which states that Gojek tops the highest consumer rating, (72.6%); then Grab as much as (66, 9%); Uber is used by (51%) and My BlueBird as much as (4.4%).

Despite the significant growth of e-commerce and mobile application, negative aspects are also becoming more frequently associated with this alternative shopping method. In an online environment, in contrast to a physical one, greater risk and less trust are expected due to the fact that there is major difficulty in evaluating a product or service as there are no visual or tangible indications about the quality of the product nor face-to-face interaction with sales staff, and the purchase is affected by security and privacy issues (Laroche, McDougall, Bergeron, 2004). Therefore, it is assumed that people may feel a certain degree of risk when purchasing a product or service through the Internet.

Transportation network company it's also have a problem with the negative perception of the customers that broadly divided into two types; related to technology applications and human resources (drivers). There are 13 kinds of complaints experienced by consumers, from the YLKI survey in 2017 among others: the driver requested consumer orders canceled as many as 1041 respondents (22.3 percent), difficult to get the driver as much as 989 respondents (21.19 percent), the driver canceled the order unilaterally as much as 757 respondents (16.22 respondents) damaged / error / inaccessible as much as 612 respondents (13.11 percent), drivers did not come as many as 296 respondents (6.34 percent), poor condition of vehicles as much as 282 respondents (6.04 percent), and inconsiderate drivers as much as 221

respondents (4.73 percent) and so on .This indicates the absence of minimum service standards provided by the transport operator concerned. The potential impact of consumer loss is enormous.

The number of consumer complaints and perceptions of online transport operators, indicating that; online transport operators have not fully gained the trust of consumers. Online transport operators have no complaint handling mechanism and consumer protection certainty.

Using GO-RIDE services certainly requires the trust of consumers. In addition, the customer must also provide some personal data to be able to use this service. Trust is the foundation of business. According to Mowen (2002: 312) consumer confidence as knowledge owned by consumers and conclusions made consumers about products or services consumed. The existence of trust can not be separated from the consumer confidence in the ability of the company to present products or services according to customer expectations with the belief that consumers are expected to conduct purchasing or reuse of services or products that have been felt. Consumer confidence indicates that the goodwill of the company is acceptable to the society well.

Beside of that, since there is no direct contact between consumers and transporter before delivery of passengers, it is reasonable to suggest that a consumer's trust is affected by the consumer's perceived, instead of some actions of the seller's. According to the previous research conducted by Durmus, Ulusu and Akgun (2017) indicate that perceived risk and trust has an effect on online purchase intention. A

research conducted by Benekke, Grenee,Lok and Mallet (2015) entitled "The influence of perceived risk on purchase intent the case of premium grocery private label brands in South Africa" showed perceived risk that influence consumers intention to purchase premium grocery PLB in supermakets. Initially it was believed that all six of perceived risk included in the model would negatively impact purchase intention.Kim,Ferrin,Rao (2008) in his research "A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents" implies risk, benefit, consumer trust, expectation, confirmation, and satisfaction are investigated as research variables affecting consumer purchase intention.In addition, trust dimensions also have positive impact toward consumer purchase intention.

Among other GO-RIDE Operational Cities, Malang is an interesting city to be studied because of its wide area of 110.06 km2 and a population of 7,453 inhabitants per square kilometer (www.malangkota.bps.go.id, 2017). According to INRIX research in 2017 the level of congestion in Malang beat Surabaya which became the capital city in East Java. The second largest city in East Java is even in the third position with the worst congestion level in Indonesia. The driver must spend 45 hours a year on a standstill with an overall percentage of 23 percent. During peak hours, congestion rose to 27 percent compared to outside peak hours of 24 percent.

From pre-research that conducted by researcher, the previous research only focused on e-commerce purchase intention that's affected by perceived risk or trust. The researcher wants to find out whether the perceived risk toward trust as a factor

for consumer that's influence their purchase intention on mobile application based transportation.

B. Research Problems

Based on description of the background, the research problem are as follows :

1. Does Perceived Risk has significant influence on Purchase Intention ?

2. Does Perceived Risk has significant influence on Trust ?

3. Does Trust has significant influence on Purchase Intention ?

C. Research Objectives

Based on the problem formulation that has been describe above, the purpose of this research are as follows:

1. Identifying and explaining that Perceived Risk has significant influence on Purchase Intention

2. Identifying and explaining that Perceived Risk has significant influence on Trust

3. Identifying and explaining that Trust has significant influence on Purchase Intention

D. Research Contributions

This Research intends to have following contributions:

1. **Academic Contribution**

    a. As a subject or material to provide an overview and clearer advice in the field of consumer behavior science in the discussion of perceived risk and Trust.

    b. As a reference and consideration for marketing research that related to the development of the topic in later research.

2. **Practice Contribution**

    a. As consideration for company or marketer who to use as the basis of policy making in Manufacturer Company of original brand sneakers to learn more consumer attitudes towards counterfeiting so that companies can create a plan the steps of an effective strategy in reducing counterfeiting and retain their customers.

    b. As discussion material and information for marketer to make a right policy regarding their marketing strategy.

E. Minor Thesis Proposal Structure

In order to clarify this study, then formulated a systematic writing is a general overview of the discussion and research chapter as the outline. The structure is as follows:

Chapter I   **INTRODUCTION**

This chapter will consist of background, problem, objective, contribution, and research structure.

Chapter II   **LITERATURE REVIEW**

This chapter will explain literature that related to the concept and research discussion, and previous research that related to the concepts.

Chapter III   **RESEARCH METHODS**

This chapter will explain about research methods, population and sample, sampling techniques, data collection, research instrument, validity and reliability, and data analysis.

Chapter IV   **RESEARCH RESULT AND DISSCUSSION**

This chapter contains the results of this research include an overview of the location of the research and an overview of the respondents. This chapter also presents processed data using descriptive statistics analysis, path analysis, and a discussion of research results. In this chapter, explain clearly about the hypothesis test results of each variable in the study.

Chapter V   **CONCLUSION AND RECOMMENDATION**

This chapter will explain about conclusion and suggestion of this result that will be helpful for further research and regarding the end of the study.

CHAPTER II

LITERATURE REVIEW

A. Empirical Review

To give empirical review of this research, there are several studies discussed in this chapter. There are 13 previous research referred to in this research in accordance with Table 1 along with an explanation of the description of previous research.

1. Durmus *et al* (2017)

The title of this research is "The Effect of Perceived Risk on Online Shopping Through Trust and WOM" Perceived risk of consumers has been considered as a fundamental concern of decision making process during online shopping. For the purpose of this study, perceived risk is defined as the potential for loss in pursuing a desired outcome from online shopping. The study aimed to examine the effect of perceived risks on Online Purchase Intention through WOM and Trust issues. To investigate the hypotheses of the research, data was collected from online shopping users; a survey was conducted with a sample size of 635 online shoppers among consumers who previously purchased online, methodology was done using IBM SPSS 23 and Amos 23. The study revealed that Information Risk, Financial Risk, Product Risk and WOM Intensity have an effect on Trust and Trust has an effect on Online Purchase Intention.

2. Benekke, Grenee, Lok and Mallet (2012)

The title of this research is "The influence of perceived risk on purchase intent the case of premium grocery private label brands in South Africa".The aim of research,to Investigate the perceived risks that consumers associate with premium grocery private label brands in South Africa and to understand which of these risks significantly affect their purchase intention. This research used Qualitative approach. Analysis used path modelling. Survey consisting 325 respondent was utilized. The research result find, perceived risk that influence consumers intention to purchase premium grocery PLB in supermakets. Initially it was believed that all six of perceived risk included in the model would negatively impact purchase intention

3. Claudia, Alexandra and Ionut (2013)

The title of this research is "The Influence of Perceived Risk on Consumer Intention to Buy Online : A Meta Analysis of Empirical Result".The aim of the research to Analysis the two fears summed up gives researchers the perceived risk of an online transaction. The significant effect of Perceived Risk. First conduct a search for academic articles that have included perceived risk in their explanatory and predictive models of online consumer behaviour. The search was carried out using ScienceDirect international database and Google search engine. The selection of articles to be included in the study was based on some defined inclusion criteria. All included models had to be based on an empirical research and had to report the correlation coefficient between perceived risk and intention to buy online. The

research selected 11 independent studies for inclusion in our meta-analysis. The research report the findings from the mean effect sizes using a comparison between three methods: simple mean method, sample size-adjusted mean and Fisher r to Z transformation. Both limitations of this analysis and managerial implications are discussed.This research used Qualitative approach and analysis used Meta-analysis. Research result find the existence of two different groups of studies, the ones that does not report a significant PR.Relationship and the ones that report a medium influence of perceived risk on the intention to buy online, does not shed light in regards to whether PR is a significant factor for explaining the variance in consumers' intention to buy online

4. Maciejewski (2012)

The title of this research is "Perceived Risk in Purchasing Decision of The Polish Consumer Model Based Approach".The research was conduct to examine the present of perceived risk model as a determinant of consumer purchasing decisions. The survey was conducted by a trained group of coordinators and interviewers on a sample of 1000 consumers in May 2009 in 30 cities of different regions in Poland. In the analysis of the obtained information exploratory factory analyses (EFA) and confirmatory factor analyses (CFA) have been used in order to distinguish homogenous components of consumer risk on the following markets: food, household appliances and tourist services, confirmed by the SEPATH models class. The implementation model of risk as a determinant of consumer purchase decisions allows to organise knowledge about this complex issue.Polish consumers are aware

that their purchasing decisions are accompanied by a poor choice risk, although not all of them and not in case of all groups of products. The implementation model of risk as a determinant of consumer purchase decisions allows to organise knowledge about this complex issue. Polish consumers are aware that their purchasing decisions are accompanied by a poor choice risk, although not all of them and not in case of all groups of products

5. Abrar, Naveed and Ramay (2017)

According to the research title of "Impact of Perceived Risk on Online Impulse Buying Tendency: an Empirical Study in the Consumer Market of Pakistan", the research was conducted to examine the influence of perceived risk (financial risk, product risk, convenience risk and non-delivery risk) on online impulse buying tendency. Web-based survey was conducted for data collection using online questionnaire distributed through stratified random sampling technique from online consumers of Pakistan. A total of 200 valid responses were gathered and the data was analyzed by using SPSS software and demographic statistics, correlation and regression tests. The proposed hypotheses were confirmed through data analysis results. Overall perceived risk, financial risk and product risk were found to have a moderately negative association with online impulse buying tendency whereas convenience risk and non-delivery risk had negative but weaker association with online impulse buying tendency.

6. Cabanero and Carmen (2007)

According to the research title of "Perceived risk on goods and service purchases". The research was conducted to examine the influence of perceived risk implementation on goods and service purchases decision. The research used quantitative approach ,explanatory study with a sampling procedure Random route, with prior double sampling by age and sex according to population quotas. Size 300 respondents However, results from this empirical research do not confirm this premise. A consumer may consider the purchase of certain goods as riskier than certain services, so there are other aspects in addition to the different nature of services that can play an important role on risk perception in the purchase of both goods and services. The results that consumers have a higher perceived risk when purchasing the proposed goods rather than services can be explained by the incidence of the variable's antecedents. If we divide these antecedents into two wide groups: those related to the product and those related to the consumer, the former are the most relevant in the current research.

7. Kim *et al*. (2008)

The title of the research is "A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents". The purpose of this research to analysis trust and risk important in consumers' electronic commerce purchasing decisions.

The variable of this study consists of trust, perceived and online purchase intention.There is little research on trust and satisfaction in the electronic commerce

from a longitudinal (pre- and postpurchase) perspective. Based on previous frameworks and theories, this study developed a combined model of consumer trust and satisfaction in the context of Internet shopping. From the valance framework and expectation-confirmation theory, several prepurchase and post-purchase factors such as risk, benefit, consumer trust, expectation, confirmation, and satisfaction are investigated as research variables affecting consumer repurchase intention.

The results of the study show that trust is the strongest predictor of the consumer's purchase intention. In addition, as in traditional consumer satisfaction studies, it holds true in electronic commerce consumer behavior studies that the consumer's satisfaction is still the critical determinant to its consequence, i.e., willingness to repurchase

8. Arshad, Zafar, Fatima, Khan (2015)

The title of the research is "The Impact of Perceived Risk on Online Buying Behavior", the research was conducted to analyses two major type of perceived risks i.e environmental and behavioral risk makes an impact upon the online behavior of a consumer. The research was targeted to audience for the primary data was the hedonic and utilitarian online buyers from Karachi, Pakistan. Ranging from teenagers to Adults. The research provides a little inside view on the consumer's perception of online shopping in the Karachi city, that is an exploratory research and the sample size was squeezed to only 100 respondents. Through this research it proves that there is positive relationship between perceived risk and online buying behavior and it is statistically significant. Online buying behavior impacts website's

decision making and processes throughout the media sites and these sites usually include e-business ethics and buyers' right while online shopping

9. Leeraphong and Mardjo (2013)

According to the research title of " Trust and Risk in Purchase Intention through Online Social Network :A Focus Group Study of Facebook in Thailand "Objectives: Doing business through online social network is influenced by factors that might be differed compared with doing business through normal e-commerce channel. Although previous studies have been conducted to determine some of these factors which are affecting online purchase intention in social media website, little research exists with respect to the study regarding trust and risk in online social network. This research is one of the studies that use a focus group study among working adult (ages 25 to 34), to explore preliminary research model and hypotheses that had been gathered from the literature reviews regarding trust and risk that influence their online purchase decision through online social network, particularly Facebook. Results: The findings of factors and their attributes from this study are in line with the findings in the literature. The differences mainly come from details of the descriptions and expressions of each attribute.

10. Novitasari and Baridwan (2014)

According to the research title of "The effect of Trust,Perceived Risk,Perceived Benefit,and Perceived Behavior Control to Intention Usage of E-Commerce System". The purpose of this study is to examine the factors that influence the intention to use e-commerce system. This research was conducted at the Faculty of

Economics and Business, University of Brawijaya Malang using a survey method, with 225 response of students of Accounting Department who use the e-commerce system services, and using Partial Least Square (PLS) program to test the research data. The test results for this model shows that the construct of trust, perceived benefit, and perceived behavioral control affects the intention of e-commerce systems user. In contrast, constructs risk perception does not affect the intention of e-commerce systems user. This means that the intention to use e-commerce system is influenced by trust, perceived benefit, and perceived behavioral control. The implications of this study for the management company and developer of e-commerce system to pay attention to re-factor of trust, benefits, and control behavior in implementing and developing e-commerce transactions on the purchase-sale system

11. Bhukya and Signh (2015)

The title of the research is "The effect of perceived risk dimensions on purchase intention". The research was conducted to Examine the dimension of perceived risk,which influence consumer purchase intentention toward retailers private labels. The research was targeted to consumers of indian private label,in a explanatory study with a sample size 325 respondents. Data analysis used multiple regression method. The research finding,perceived risk have the direct negative and significant effect on consumer intention to purchase retailers private labels. Thus all the hypotheses were accepted and all the findings of this study were in line with

previous studies. Thus, the research will be a clue to begin my research and guide the research to right path

12. Samadi and Nejadi (2009)

According to the research title of "A Survey of the Effect of Consumers' Perceived Risk on Purchase Intention in E Shopping", the research was conducted to compare the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment. To achieve the research objectives and test hypotheses, paired sample t-test is used to analyze the mean differences of the individual and overall perceived risk levels in two buying situations. In addition, to analyze the relationships among shopping experiences, perceived risk, and purchase intention variables, Pearson correlation analysis and linear regression are used. The research revealed that consumers perceived more purchasing risk from the Internet than from the store. A more positive online shopping experience led to consumers' less perceived purchasing risk level in the Internet. And a higher perceived risk led to less future purchasing intention from the Internet.

13. Anwar and Adidarma (2016)

The title of the research is "Influence of Trust and Perceived Risk to Online Purchase Intention". The Internet has changed the consumer behaviour in meeting their needs. Therefore, this study aimed to determine the effect of trust in online stores and perceived risk on consumer online purchase intention. This study

involved 180 internet users as respondents who have visited online shopping sites in Indonesia. The results found that consumer trust in online stores have negative effect on perceived risk in buying online. Otherwise, the trust has positive effect on online purchase intention. However, this study proves there is no risk in buying interest referring them to shop online. Furthermore, this study found that trust level of female customers to online shopping sites is higher than male customers.

All previous research is only focusing on e-commerce case study and this research focusing on transportation network company. However, prior research may support this research on determining measurements and variables used. There are similarities and differences between this study and prior research. The results of prior studies and models may have different with current conditions in Indonesia.

This research would like to see the overall differences between Perceived Risk on Trust and purchase intention . This research object is GO-RIDE one of GO-JEK service For more details, the prior research mapping can be found in the Table1 in the next page;

Table 1 Prior Research Review

No	Authors	Title	Purposes	Variables	Analyze Methods	Result
1	Durmus *et al.* (2017)	The Effect of Perceived Risk on Online Shopping Through Trust and WOM	To examine the effect of perceived risks on Online Purchase Intention through WOM and Trust issues	Independent : 1.Perceived Risk 2. Trust 3.WOM Dependent : 1. Purchase Intention	Quantitative approach Analysis used Path Method	The study revealed that Information Risk, Financial Risk, Product Risk and WOM Intensity have an effect on Trust and Trust has an effect on Online Purchase Intention
2	Beneke *et al.* (2012)	The influence of perceived risk on purchase intent – the case of premium grocery private label brands in South Africa	To Investigate the perceived risks that consumers associate with premium grocery private label brands in South Africa and to understand which of these risks significantly affect their purchase intention.	Independent : 1.Perceived Risk Dependent : 1. Purchase Intention	Quantative approach. Analysis used path modelling	The research result find,perceived risk that influence consumers intention to purchase premium grocery PLB in supermakets.Initially it was believed that all six of perceived risk included in the model would negatively impact purchase intention.

Continue from Tabel 1

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
3	Claudia *et al.* (2013)	The Influence of Perceived Risk on Consumer Intention to Buy Online : A Meta Analysis of Empirical Result	To Analysis the two fears summed up gives researchers the perceived risk of an online transaction.The Significant effect of Perceived Risk	Independent : 1.Perceived Risk Dependent : 1. Online Buying Intention	Qualitative approach. Analysis used Meta-analysis	Research result find the existence of two different groups of studies, the ones that does not report a significant PR.Relationship and the ones that report a medium influence of perceived risk on the intention to buy online, does not shed light in regards to whether PR is a significant factor for explaining the variance in consumers' intention to buy online.
4	Maciejewski (2012)	Perceived Risk in Purchasing Decision of The Polish Consumer Model Based Approach	The aim of the research is to present the perceived risk model as a determinant of consumer purchasing decisions	Independent : 1.Perceived Risk Dependent : 1. Purchasing Decision	Quantitative approach. Analysis used Linier Regresion	The implementation model of risk as a determinant of consumer purchase decisions allows to organise knowledge about this complex issue.Polish consumers are aware that their purchasing decisions are

Continue from Tabel 1

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
						accompanied
						by a poor choice risk, although not all of them and not in case of all groups of products
5	Abrar *et al.* (2017)	Impact of Perceived Risk on Online Impulse Buying Tendency: an Empirical Study in the Consumer Market of Pakistan	To investigate influence of perceived risk (financial risk, product risk, convenience risk and non-delivery risk) on online impulse buying tendency.	Independent : 1.Perceived Risk Dependent : 1.Impulse Buying Tendency	Quantitative approach. Analysis used Linier Regresion	The findings of the present study suggest that there is almost 50% reduction in online impulse buying tendency due to risk perception. Future studies should investigate those mysterious factors that cause the other 50% variation
6	Cabañero and Carmen (2007).	Perceived risk on goods and service purchases	To analyse this variable which is assumed in the literature to exert a higher influence	Independent : 1.Perceived Risk	Quantitative approach. Analysis used Linier	The results that consumers have a higher perceived risk when purchasing the proposed goods rather than services can be explained by

Continue from Table 1

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
			on service purchases due to the inherent features of service	Dependent : 1. Good and Service Purchase	Regresion	the incidence of the variable's antecedents. If we divide these antecedents into two wide groups: those related to the product and those related to the consumer, the former are the most relevant in the current research
7	Kim *et al.* (2008)	A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents	The purpose of this research to analysis trust and risk important in consumers' electronic commerce purchasing decisions	Independent : 1.Trust 2. Perceived Risk 3.Perceived Benefit Dependent : 1. Purchase Intention	Quantitative approach Analysis used Partial Least Squares (PLS)	The results of the study show that Internet consumers' trust and perceived risk have strong impacts on their purchasing decisions. Consumer disposition to trust, reputation, privacy concerns, security concerns, the information quality of the Website, and the company's reputation, have strong effects on Internet consumers' trust

Continue from Tabel 1

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
8	Leeraphong and Mardjo (2013)	Trust and Risk in Purchase Intention through Online Social Network :A Focus Group Study of Facebook in Thailand	The purpose of this research was to develop a theoretical model which integrates risk,trust,subjective norm that influence purchase intention	Independent : 1.Trust 2.Perceived Risk Dependent : 1. Purchase Intention	Quantative approach. Analysis used path modelling	The findings of factors and their attributes from this study are in line with findings in the literature.The differences mainly come from detail of descriptions and expressions of each attribute.
9	Novitasari and Baridwan (2014)	The effect of Trust,Perceived Risk,Perceived Benefit,and Perceived Behavior Control to Intention Usage of E-Commerce System	The purpose of this study is to examine the factors that influence the intention to use e-commerce system.	Independent : 1. Trust 2. Perceived Risk 3. Perceived Benefit Dependent : 1. Intention Usage	Quantitative approach. Analysis used Partial Least Square	The test results for this research shows that the construct of trust, perceived benefit, and perceived behavioral control affects the intention of e-commerce systems user. In contrast, constructs risk perception does not affect the intention of e-commerce systems user

Continue from Table 1

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
10	Bhukya and Signh (2015)	The effect of perceived risk dimensions on purchase intention (an empirical evidence from indian private label market)	To Examine the dimension of perceived risk,which influence consumer purchase intentention toward retailers private labels.	Independent : 1. Perceived Risk Dependent : 1.Purchase Intention	Quantitative Approach Analysis used Exploratory Factor and Multiple Regresion	The research finding,perceived risk have the direct negative and significant effect on consumer intention to purchase retailers private labels.Thus all the hypotheses were accepted and all the findings of this study were in line with previous studies.
11	Samadi and Nejadi (2009)	A Survey of the Effect of Consumers' Perceived Risk on Purchase Intention in E-Shopping	To compare the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment.	Independent : 1. Perceived Risk Dependent : 1.Purchase Intention	Quantitative Approach Analysis used Liniear Regresion	The main findings of this research clearly showed that Tehrani consumers perceive more purchasing risk when they are buying in the Internet than when buying similar products in stores.

Continue from Tabel 1

No	Authors	Purposes	Sample	Variables	Analyze Methods	Results
12	Anwar and Adidarma (2016)	The Influence of Trust and Perceived Risk on Online Purchase Intention	To determine the effect of trust in online stores and perceived risk on consumer online purchase intention	Independent : 1. Perceived Risk 2. Trust Dependent : 1.Online Purchase Intention	Quantitative Approach Analysis used Multiple Regresion	The results found that consumer trust in online stores have negative effect on perceived risk in buying online. Otherwise, the trust has positive effect on online purchase intention

B. Theoritical Review

1. Consumer Behaviour

Consumer behaviour entails all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Kotler and Keller (2011) mention that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Five-stage model of the typical buying process. Starting with problem recognition, the consumer passes through the stages of information search, evaluation of alternatives, purchase decision, and postpurchase behavior. As this model demonstrates, the consumer buying process starts long before the actual purchase and has consequences long afterward. Although the model implies that consumers pass sequentially through all five stages in buying a product as follows :

a. Problem Recognition

The buying process starts when the buyer recognizes a problem or need. This need can be triggered by internal stimuli (such as feeling hunger or thirst) or external stimuli(such as seeing an ad) that then becomes a drive.

b. Information Search

An aroused consumer who recognizes a problem will be inclined to search for more information. Through gathering information, the consumer learns more and more about competing brands.

c.   Evaluation of Alternative

There are several evaluation processes; the most current models view the process as being cognitively oriented, meaning that consumers form judgments largely on a conscious and rational basis.

d.   Purchase Decision

In the Purchase decision stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. There is ,two factors can intervene between the purchase intention and the purchase decision first *attitudes of others* and the second one is *unanticipated situational factors*. Consumer's decision to modify, postpone, or avoid a purchase decision is heavily influenced by perceived risk. The amount of perceived risk varies with the amount of money at stake, the amount of attribute uncertainty, and the amount of consumer self-confidence. Consumers develop routines for reducing risk, such as decision avoidance, information gathering from friends, and preference for national brand names and warranties.

e.   Postpurchase Behavior

After purchasing the product, the consumer moves into the final stage of the consumer buying process, in which he or she will experience some level of satisfaction ordissatisfaction.

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2. Perceived Risk

According to Bauer (1960) was the first to introduce the concept of risk in marketing with the idea of drawing the attention of a few researchers, however it ha s been more than 30 years since then and research has not stopped. The concept was developed later on by Cunningham (1967) producing one of the first but still valid definitions which states that consumer's prepurchase perceived risk has two components: the individual's subjective feeling of certainty that the consequences will be unfavourable and the amount that would be lost if the consequences of an act were not favourable (Bauer, 1960; Cunningham, 1967). These consequences relate to financial loss, time wasted, social and other damage which would be incurred if the purchase result was not favourable. Although nowadays most researchers accept this original definition some criticisms have been raised given that sometimes risk relates only to the probability of occurrence of negative events or just with the negative consequences and not with the combination of both aspects. The study of risk on goods and service purchases offers a variety of results.

The amount of risk perceived depends on the specific consumer. High-risk perceivers are narrow categorizers because they limit their choices. Low-risk perceivers are broad categorizers because they make their choice from a wide range of alternatives. Individual perception of risk varies by product category. Consumers are likely to perceive a higher degree of risk in the purchase of a high definition television set (e.g., functional risk, financial risk, time risk) than in the purchase of an automobile. Researchers have identified product-specific perceived risk.

One study found that consumers perceive service decisions to be riskier than product decisions, particularly in terms of social risk, physical risk, and psychological risks. Perception of the degree of risk is also affected by the shopping situation. Risk perception is defined by Olglethorpe (1994) in Dwi Putra (2012) as the consumer's perception of uncertainty and negative consequences that may be accepted upon purchase of a product or service. Meanwhile Assael (1998) states that risk perception becomes one component important in the processing of information made by consumers. Consumers are increasingly compelled to seek additional information when faced with high-risk product purchases. Risk perceptions become higher when:

a. Little available information about products.

b. The product is a new product.

c. The product has a complex product.

d. Low consumer confidence to evaluate the brand.

e. The high price of the product.

f. The product is important for the consumer.

When risk perceptions become high, there is a motivation as to whether avoid using products / services or minimize risk Through search and evaluation of pre-purchase alternatives in the stage decision-making. Risk is a negative consequence must be accepted as a result of uncertainty in making decisions. Other later definitions resulted from the proposal of more complex models among which the following (Durmus *et al.* 2017) A consumer's perceived risk :

a. Financial risk—The product does not perform to expectations.

b. Product risk—The product poses a threat to the physical well-being or health

of the user or others.

c. Time risk—The product is not worth the price paid.

d. Delivery risk—The product results in embarrassment in front of others.

e. Social risk—The product affects the mental well-being of the user.

f. Information risk—The failure of the product results in an opportunity cost of finding another satisfactory product.

According to Solomon (2013) perceived risk its belief that there may be negative consequences if you use or don't use a product or service. This may occur when the product is expensive or is complex and hard to understand. Alternatively, perceived risk can be a factor when others can see what we choose, and we may be embarrassed if we make the wrong choice.

3. **Trust**

Online channel is a very new and unknown way of doing shopping; it makes the foundation of "trust" even more difficult and critical because the trust affects lots of essentials toonline transactions, such as privacy and security. The online consumers desire the online sellers to be willing and able to act of the consumers' interests, to be honest in transactions, and to be capable of delivering the ordered goods as promised. Online commerce success largely depends ongaining and maintaining the trust and confidence of online shoppers. It is necessary to understandhow risk and trust affect the purchasing decisions made on the online.

Trust is essential in order for meaningful interactions and information exchanges to occur, to undertake the risk of providing personal information and

believing that the online retailers will deliver goods as promised (Aizhen Loh (2011)). According to Mayer et al. (1995) factors that shape trust someone against the other there are three namely the ability,abenevolence, and integrity.All three factors can be explained as follows:

a. Ability

Ability to refer to competencies and characteristics the seller organization in influencing and authorizing the territory that is specific. In this case, how the seller is ableprovide, serve, until securing transactions from interference from others. This means that consumers get a guarantee satisfaction and security of the seller in making transactions. Kim et al. (2003) states that abilities include competence, experience, institutional endorsement and science knowledge.

b. Benevolence

Benevolence is the willingness of the seller to give the mutual satisfaction between him and his consumer. Profit earned by the seller can be maximized, but consumer satisfaction is also high. The seller is not solely the pursuit of maximum profit alone, but also have great attention in realizing consumer satisfaction. According to Kim et al. (2003), benevolence includes attention, empathy,confidence, and acceptance.

c. Integrity

Integrity relates to how behaviors or habits the seller in running his business. Information provided to the consumer whether true to the facts or not. The quality of the product sold is reliable or not. Kim et al. (2003) argued that

integrity can be seen from the angle, fairness, fulfillment, loyalty, honestly), dependability, reliabilty

4. Purchase Intention

According to Kotler and Keller (2012: 137) the purchase intention is the consumer behavior which appears as a response of objects that show the costumers' interest to make a purchase. According to Assael (2002: 53), the consumer's purchase intention occurs and is formed after the consumer conduct a prior evaluation to a brand and will buy the brand that can provide the highest level of satisfaction. It can be said that the purchase intention is the mental statements from consumers that reflect the buying plan of a number of products with a particular brand. Marketers and economists really need to use the variable of interest to predict consumers' behavior in the future.

Meanwhile, according to Howard in Durianto and Liana, (2004: 44), purchase intention is something related to consumer plans to buy certain products and how many unique products needed at a certain period. It can be said that buying interest is a mental statement from the consumer that reflects the purchase plan of a certain product with brand. This is needed by the marketers to know the consumer's interest to buy a product, both marketers and economists use the variable interest to predict consumer behavior in the future.

Assael (2002:60) explains that the landslide point to understand the consumer's buying behavior is to do the stimulation model of AIDA that is trying to picture the stages of a certain stimuli provided by marketers, as follows:

a. Attention, which is the emergence of consumer's attention to a marketing effort that bought by the marketers.

b. Interest, which is the emergence of consumer's buying interest attracted to an object introduced by a marketer,

c. Desire, which is after feeling interested, arises the desire to have the object.

d. Action, which is the act that emerged after the three steps above, namely making a purchase.

Consumers' purchase intention is a very complex issue, but it must remain a concern to the marketers. Consumers' purchase intention to buy may occur because of the stimulus offered by the company. Each stimulus was designed to generate consumers' buying action.

C. Relationship between Variable

1. Perceived Risk on Trust

The level of perceived risk can be reduced by the association with transaction processes (Pavlou, 2003) Perceptions of risk in the online marketplace can be reduced by online trust because perceived risk is a strong trust antecedent (Gefen and Pavlou, 2006) Chen and Barnes (2007) describe that perceived risk is positively related to initial trust in electronic commerce. Mukherjee and Nath (2007) argue that there is a positive relationship between perceived risk (perceived security and perceived privacy) and trust in online retailing. According to Warrington, Abgrab and Caldwell (2000), by decreasing perceived environmental risks or by raising

security of web sites, consumers' online trust is increased. In terms of perceived privacy, when reliability and credibility are recognized, consumers may disclose their private information to websites and subsequently this can also further reduce consumers' concerns of privacy and security and helps to build online trust toward the websites (Culnan and Armstrong, 1999).

2. **Perceived Risk on Purchase Intention**

Risk perceptions emphasize the perceived risk that someone will accept when conducting online transactions. Higher perceptions of risk cause a person to have a higher fear when transacting online. Conversely low risk perception makes a person not afraid in doing online transactions. Based on this assumption, it can be concluded that there is a positive influence between perceptions of risk on consumer buying interest. According to Durmus,*et all* (2017) The study revealed that Information Risk, Financial Risk, Product Risk has significant impact on Purchase Intention. The influence of perceived risk on the intention to buy online are those reporting the direct correlation between these two variables. Such correlations indicate the variance of consumers' intention to buy online that is due to perceived risk (Claudia, Alexandra and Ionut, 2013)

3. **Trust on Purchase Intention**

Trust according to Gefen (2002) is a willingness to make himself sensitive to actions taken by the parties which is believed to be based on belief. Trust is considered important factor and is one of the critical factors in stimulant online transactions. As confidence grows higher it will can be used as a measure to grow

consumer buying interest for transact online, so the higher the trust then the more high buying interest. Positive belief certainly affects interest consumers to shop online because they are confident that the seller is able to run his business activities well and can trusted by sending the purchased product to consumer.

D. Research Model and Hypothesis

Research model will help researchers understand the interrelatedness of research variables and minimize the occurrence of errors in research Cozby (2009: 25). Based on theoretical basis described, it can be arranged The Influence of Perceived Risk Towards Trust and Its Impact on Purchase Intention. In this research the hypothesis model is illustrated below:
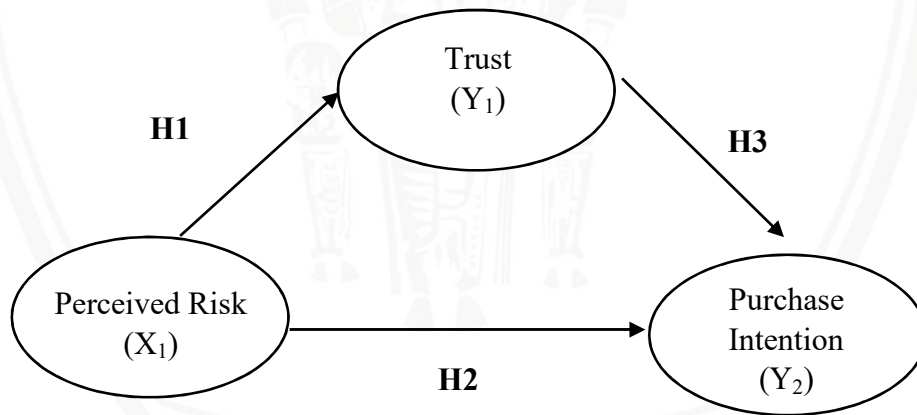
Explanation:

Based on the research model hypothesis can be concluded:

H1 : Perceived Risk (X_1) has a negative significant effect on Trust (Y_1).

H2 : Perceived Risk (X_1) has a negative significant effect on Purchase Intention (Y_2)

H3 : Trust (Y_1) has a significant effect on Purchase Intention (Y_2)

CHAPTER III

RESEARCH METHOD

A. Type of Research

This research uses explanatory research, an explanatory research goes beyond the description and attempts to explain the reasons of phenomenon that the descriptive study only observed. Malhotra (2012 : 86) explain explanatory research is a research design characterized by a flexible and evolving approach to understand marketing phenomena that are inherently difficult to measure. Therefore, this research describes the relationship between variables; there is independent and dependent variable to look for how much effect of independent variable on dependent variable. Quantitative research tests a theory by detailing specific hypothesis, then collect data to support or deny the hypotheses (Creswell, 2013: 27). Quantitative research used to answer the problem formulation using the concepts and theories so that it can be formulated hypotheses. The withdrawal of the hypothesis can be done to make the researcher was able to make a conclusion accurately.

B. Research Location

Research location is a place for conducting research conducted by the authors to collect data coming from the respondents as a reinforcement and concrete evidence in writing. This research will conduct in City of Malang, Jawa Timur. The reason for choosing the location because the consumers is a dynamic middle class in purchasing and the use of online transportation as daily transportation.

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C. Variable, Definition of Operation Variable and Measurement Scale

1. Variable

a. Independent Variable

According to Sugiyono (2010:59), independent variables is variables that affect or be on changes or the emergence of the dependent variable. Independent variables used in this study are firm-created social media and celebrity-created social media.

b. Interviewing Variable

Intervening Variable is an intermediate variable which lies between independent and dependent variables, so the independent variables do not directly affect the change or the emergence of the dependent variable (Sugiyono, 2010: 61). The intervening variable that used in this study is the brand awareness.

c. Dependent Variable

According to Sugiyono (2010: 59) the dependent variable is a variable affected or as a result, because of the independent variables. Dependent variables used in this research is purchase intention.

2. Definition of Operational Variable

According to Azwar (2012: 74) the definition of operational variable is a definition of the variables formulated by the characteristics that become variables that can be measured. The definition of operational function is to give limitation and measure variables that used in this study. Operational definition in this study are as follows:

a. Perceived Risk (X_1)

Consumer perceived it's a consumer's potential uncertain negative outcomes from the transaction. Based on the theory of consumers perceived risk, consumers perceive risk as they face uncertainty and undesirable consequences due to unsuitable decision.Perceived Risk is measured by six items namely:

1) Financial Risk ($X_{1.1}$) Possibility of transactions GO-RIDE services may effect financial losses

2) Product Risk ($X_{1.2}$) Possibility of mismatches quality of GO-RIDE services

3) Time Risk ($X_{1.3}$) Possibility failure of the GO-RIDE service to fulfill time estimate and opportunity cost

4) Delivery Risk ($X_{1.4}$) Risks that may occur during the GO-RIDE service delivery process

5) Social Risk ($X_{1.5}$) Possibility social perpective change that may be obtained if using the GO-RIDE service

6) Information Risk($X_{1.6}$) Risk of user personal information be used by other parties

b. Trust (Y_1)

Trust is essential in order for meaningful interactions and information exchanges to occur, to undertake the risk of providing personal information and believing that the company will deliver goods or service as promised.Trust is measured by three items namely:

1) Ability $(Y_{1.1})$ Perception that GO-RIDE able to provide, serve, until securing transactions from interference from others

2) Benevolence $(Y_{1.2})$ Perception that GO-RIDE give mutual satisfaction between company and its consumer in their service

3) Integrity $(Y_{1.3})$ Perception that GO-RIDE fairness and reliability of behaviors or habits the company in running its business

c. Purchase Intention (Y_2)

Purchase Intention (Y_2) is the tendency of consumers to take purchasing action in this case is to purchase online transportation. Purchase Intension measured by 2 indicators, namely:

1) Willingness to Purchase $(Y_{2.1})$ is willingness to choose GO-RIDE as a service transportation option

2) Willingness to repurchase within a period of Time $(Y_{2.2})$ is willingness to purchase GO-RIDE product in the future.

The indicators used in this study are described in question items. The operational definition of the variables in this study can be seen in Table 2 below :

Table 2 Operational Variable Definition

Variable	Definition	Indicator	Definition	Item
Perceived Risk (X_1) (Durmus *et al.* 2017)	Consumer perceived it's a consumer's potential uncertain negative outcomes from the E-transaction	Financial Risk ($X_{1.1}$)	Possibility of transactions GO-RIDE services may effect financial losses	1. Consumer feel overcharged when used GO-RIDE ($X_{1.1.1}$) 2. Consumer feel insecure abaout GO-RIDE online payment ($X_{1.1.2}$) 3. Consumer feel GO-RIDE service its overprice ($X_{1.1.3}$)
		Product Risk ($X_{1.2}$)	Possibility of mismatches quality of GO-RIDE services	1. Consumer feel uncomfortable about GO-RIDE driver preference policy ($X_{1.2.1}$) 2. Consumer feel GO-RIDE service doesn't have guarantee ($X_{1.2.2}$) 3. Consumer feel GO-RIDE service below their company standard ($X_{1.2.3}$)
		Time Risk ($X_{1.3}$)	Failure of GO-RIDE service to fulfill time estimate and opportunity cost	1. I wait too long to get GO-RIDE driver I ($X_{1.3.1}$) 2. I wait too long to wait GO-RIDE driver arrived in pickup ($X_{1.3.2}$) 3. I feel uncertainty about GO-RIDE travel time ($X_{1.3.3}$)

Continue From Table 2

Variable	Definition	Indicator	Definition	Item
		Delivery Risk ($X_{1.4}$)	Risks that may occur during the GO-RIDE service delivery process	1. I am afraid about GO-RIDE service accidents possibility 2. I am afraid if GO-RIDE driver misplaced destination 3. I feel insecure about how to GO-RIDE driver drive his motorcycle
		Social Risk ($X_{1.5}$)	Social perpective change that may be obtained if using the GO-RIDE service	1. I feel uncomfortable about my family disapproval when I use GO-RIDE 2. I feel uncomfortable about image people around me if I use GO-RIDE 3. I feel GO-RIDE service still can't be recognized by some peopke
		Information Risk ($X_{1.6}$)	Risk of GO-RIDE customer personal information be used by other parties	1. I feel insecure about my personal information in GO-RIDE 2. I feel insecure about unpermitted contact relate to GO-RIDE application 3. I feel GO-RIDE doesn't provided sufficient personal data security

Continue from Table 2 Operational Variable

Variable	Definition	Indicator	Definition	Item
Trust (Y_1) (Kim *et al.* 2003)	Trust is essential in order for meaningful interactions and information exchanges to occur, to undertake the risk of providing personal information and believing that the online retailers	Ability ($Y_{1.1}$)	Perception that GO-RIDE able to provide, serve, until securing transactions from interference from others	1. I belive GO-RIDE has ability to handle service as transportation network company ($Y_{1.1.1}$) 2. I belive GO-RIDE has experience providing service as transportation network company ($Y_{1.1.2}$) 3. I believe GO-RIDE its trustworthy transportation network company ($Y_{1.1.3}$)
		Benevolence ($Y_{1.2}$)	Perception that GO-RIDE give mutual satisfaction between company and its consumer in their service	1. I belive GO-RIDE has benevolence in dealing with me ($Y_{1.2.1}$) 2. I belive GO-RIDE has benevolence in providing worth it service ($Y_{1.2.2}$) 3. I believe GO-RIDE has benevolence providing best assistance ($Y_{1.2.3}$)
		Integrity ($Y_{1.3}$)	Perception that GO-RIDE fairness and reliability of behaviors or habits the company in running its business	1. I belive GO-RIDE represent a company will deliver on promises made ($Y_{1.3.1}$) 2. I belive GO-RIDE would keep its commitment in provide worth it service ($Y_{1.3.2}$) 3. I belive GO-RIDE would keep its consistent in providing worth it service ($Y_{1.3.3}$) 4. I belive GO-RIDE have ingerity in providing service compared to competitor ($Y_{1.3.4}$)

Continue from Table 2 Operational Variable

Purchase Intention (Y_2) (Sien and Falahat ,2015)	Purchase intention is the consumer behavior which appears as a response of objects that show the costumers' interest to make a purchase	Willingness to Purchase ($Y_{2.1}$)	Willingness to choose GO-RIDE as a service transportation option	1. I have willingness to find out GO-RIDE service detail ($Y_{2.1.1}$) 2. I found compatible service appropriate with their needs in GO-RIDE ($Y_{2.1.2}$) 3. Consumer have willingness to purchase service from GO-RIDE ($Y_{2.1.3}$)
		Willingness to repurchase within a period of time ($Y_{2.2}$)	Willingness to purchase GO-RIDE product in the future	1. I have willingness to repurchase GO-RIDE after previous experience ($Y_{2.2.1}$) 2. I have willingness to repurchase GO-RIDE service in a future ($Y_{2.2.2}$) 3. I willing to repurchase GO-RIDE service sustainably ($Y_{2.2.3}$)

1. **Measurement Scale**

The measurement scale used in this research is Likert Scale. Churchill (2005: 464) suggests that Likert scale as well called the summated-rank scale, is a self-reporting technique for a measurement of the attitude in which the subject is asked to indicate the level their agreement or disapproval of each statement. The Likert scale is the scale used to measure attitudes, opinions, and respondent's perception of an object (Usman and Akbar, 2009: 69). Each answer option has different weights, and all the answers the respondent is summed by weight so as to produce a single score on a particular topic (Morissan, 2012: 88). As for scale used in this research is as follows:

SA : Strongly Agree

A   : Agree

N   : Neutral

DS : Disagree

SD : Strongly Disagree

D. **Population and Sample**

1. **Population**

Population is a subject group to be subjected to generalization the results of the study and should have shared characteristics distinguish it from other subject groups (Azwar, 2013: 77). According to Zulganef (2008: 11) population is a group of people, events, or things which is interesting to research that has been limited by the researchers themselves.

The population in this study are:

a. Respondent is a user of GO-JEK mobile application.

b. Respondent has been used GO-RIDE minimun 2 times at Malang

c. Respondents were minimun aged 18 years old. The minimum age of 18 is chosen according to the Hurlock (2004) of adult age starting from 18 years old and with the assumption that respondents are able to understand the contents of the questionnaire

2. Sample

According Sugiyono (2014: 81) Sample is part of the number and characteristics possessed by the population. When the population is large, and researchers are not likely to study everything in the population, researchers can use samples taken from that population. What is learned from the sample, the conclusion will be applicable to population.

Due to the number of population in this research is unkown then the determination of the number of samples using the formula of Machin and Campbell (1997:168-169), as follows:

$$U^1\rho = \frac{1}{2}\ln\left(\frac{1+\rho}{1-\rho}\right)$$

$$U^2\rho = \frac{1}{2}\ln\left(\frac{1+\rho}{1-\rho}\right) + \frac{\rho}{2(n-1)}$$

$$n = \frac{(Z1-\alpha+Z1-\beta)^2}{(U^2\rho)^2} + 3$$

Explanation:

$U\rho$ = Standard normal random variable corresponding to particular value of the correlation coefficient ρ

$U\rho'$ = initial estimate of up

N   =   sample size

Z1-α =Price obtained from the standard normal distribution Table   with the specified alph

Z1-β = Price obtained from the standard normal distribution table with the specified beta

ln   =   Natural logarithm

ρ The correlation coefficient of the smallest which is expected to be detected significantly

The note relationship between variables is close relationship, with ρ = 0,03 (two-sided). The level of trust is 95%, so α = 0, 05 and the power of the test is 95 %(β = 1 - 0, 95 = 0,05. Therefore, the amount of Zα (for the α = 0,05) is 1,645 (linear interpolation results), and the amount of Zβ (for the β = 0,05) is 1,645 (linear interpolation results). The results of the second and third iteration show the same unit number that is 116 (the result of rounding up), so the specified minimum of the sample size is 116.

3.   Sampling Technique

Sampling technique used in this study is non-probability sampling. According to Sugiyono (2011: 118), nonprobability sampling is a sampling technique that does not give equal opportunity for each element or member of the population to be selected into the sample. These techniques include systematic sampling, quotas, accidental, purposive sampling, saturated and snowball. Non-probability technique selected in this research is purposive sampling technique. According Suryani and Hendryadi (2016: 202) purposive sampling is a sample taken with a specific purpose. A person or something taken as a sample because the researcher assumes that a person or something has the necessary information for the

researcher. This research uses purposive sampling because to be a sample respondent is given consideration with the existence of special criteria in order to get a representative result.

E. Data Collection Techniques

1. Source of Data

Source of data used in this research can be broadly grouped into two primary data and secondary data. According to Suryani and Hendryadi (2016: 171) "The data are differentiated based on how to obtain them, namely primary and secondary." The data used in a study must be completely valid and reliable, therefore the data source used in the research must be in accordance with the data required.

a. Primary data

Primary data is data collected and processed by an organization or directly from the object. Sources of data is one of them is through written questions by using questionnaires or questionnaires that will be distributed to 116 respondents in accordance with the population criteria

b. Secondary Data

Secondary data is data obtained in a ready-made form, already collected and processed by other pihah, usually already in the form of publication. This study uses secondary data collected through literature such as books, scientific journals, previous research and data sourced from the internet.

2. Data Collection Method

This study uses purposive sampling because to be a sample respondent is given a question with special provisions to obtain a representative result. Conditions as respondents must be met to be able to collect accurate data from the place of study. Data collection techniques in this research using an online questionnaire. The questionnaire in this study was made in a paperless with the help of Google Form. Through the help of Google Form can save time as well and can increase the accuracy of the appropriate sample. Google Form is a useful tool to help planning the event, send surveys, and collect information in an easy efficient way. The items links was deployed via online through email and also researcher social media such as Line and WhatsApp by researcher.

3. Research Instrument

The instrument used in this study is using online questionnaire. The questionnaire is a structured questionnaire with alternative (option) answers that have been available so that the respondents live choose answers according to aspirations, perceptions, attitudes, circumstances,or his personal opinion (Suyanto and Sutinah, 2007: 60). The online questionnaire will then be distributed to respondents whose criteria in accordance with the purpose of research which serves to collect information from respondents. Usman and Akbar (2006: 62) dividing the questionnaire into 2 types; (1) closed-end and (2) open-end.

F. Validity and Reliability Testing

1. Validity Test

Ghozali (2011: 45) states that the validity of the test is used to measure whether or not legitimate or valid questionnaires. A questionnaire considered valid if the questions in the questionnaire were able to reveal something that will measure the questionnaire. According to Arikunto (2010: 213) is that a size that was shows the levels of validity of an instrument. An instrument is valid or invalid have high validity.

In contrast, the less valid instrument means having a low validity. The correlation formula that can be used is that proposed by Pearson, known as product moment correlation formula as follows:

$$\text{rxy} = \frac{n(\sum xy) - (\sum x . \sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

(Arikunto, 2010: 213)

Explanation:

r　　= Pearson product moment correlation coefficient

n　　= sample amount

x　　= amount of item score

y　　= amount total score

After the r value is obtained, the next step is comparing between the calculations of r with the r critical value table at significance level$(\alpha = 0.05)$. According to Siregar (2017:47) If the value of r equal and greater than 0.3 then as valid, but if r is less than 0. Then it is said to be invalid.

2. Reliability Test

According to Arikunto (2010: 221) reliability refers to the definition that an instrument sufficiently reliable to be used as a data collection for the instrument has been good. An instrument, which either will not be tendentious directing the respondents to select certain answers. Instruments that have been reliable, which will reliably produce reliable data as well. If the data is correct in accordance with reality, then how many times it takes the result will still the same.

An instrument is said to be reliable if a value greater than or equal to the critical value that is equal to 0.6. How to find the reliability of the overall indicator of which can be done by using Cronbatch Alpha coefficients were formulated as follows:

$$\alpha = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right)$$

(Arikunto, 2010:231)

Explanation:

α = Reliability Instrument

k = Amount of question items

$\sum \sigma_b^2$ = Amount of variance items

σ_t^2 = Total variance

3. Result of Validity and Reliability Test

Result of validity and reliability test of variable of Perceived Risk, Trust and Purchase Intention using SPSS 21.0 program by using product moment correlation from each item of whole question, the number of samples used for the test is 30 sample.

a. Validity Test

The validity of test results for each of the item variable in this study shown in

Table 3 as follows :

Table 3 Validity Test Result

Variable	Indicator	Product Moment Correlation	Notes
Perceived Risk (X_1)	$X_{1.1.1}$	0.701	Valid
	$X_{1.1.2}$	0.529	Valid
	$X_{1.1.3}$	0.623	Valid
	$X_{1.2.1}$	0.475	Valid
	$X_{1.2.2}$	0.564	Valid
	$X_{1.2.3}$	0.576	Valid
	$X_{1.3.1}$	0.611	Valid
	$X_{1.3.2}$	0.648	Valid
	$X_{1.3.3}$	0.550	Valid
	$X_{1.4.1}$	0.668	Valid
	$X_{1.4.2}$	0.799	Valid
	$X_{1.4.3}$	0.749	Valid
	$X_{1.5.1}$	0.665	Valid
	$X_{1.5.2}$	0.503	Valid
	$X_{1.5.3}$	0.749	Valid
	$X_{1.6.1}$	0.556	Valid
	$X_{1.6.2}$	0.517	Valid
	$X_{1.6.3}$	0.564	Valid
Trust (Y_1)	$Y_{1.1.1}$	0.535	Valid
	$Y_{1.1.2}$	0.737	Valid
	$Y_{1.1.3}$	0.668	Valid
	$Y_{1.2.1}$	0.705	Valid
	$Y_{1.2.2}$	0.599	Valid
	$Y_{1.2.3}$	0.757	Valid
	$Y_{1.3.1}$	0.658	Valid
	$Y_{1.3.2}$	0.724	Valid
	$Y_{1.3.3}$	0.644	Valid
	$Y_{1.3.4}$	0.434	Valid
Purchase Intention (Y_2)	$Y_{2.1.1}$	0.686	Valid
	$Y_{2.1.2}$	0.738	Valid
	$Y_{2.1.3}$	0.791	Valid
	$Y_{2.2.1}$	0.693	Valid
	$Y_{2.2.2}$	0.615	Valid
	$Y_{2.2.3}$	0.639	Valid

Source : Appendix 4

From Table 3 above it can be seen that the product moment correlation indicator more than 0.3, which means each indicator variable is valid, thus it can be concluded that these indicators can be used to measure the research variables.

b. Reliability Test

The results of reliability testing on variable perceived risk, trust and purchase intention shown in table 4 as follows:

Table 4 Reability Test Result

Variable	Cronbach's Alpha	Notes
Perceived Risk	0.922	Reliabel
Trust	0.896	Reliabel
Purchase Intention	0.881	Reliabel

Source : Appendix 4

Based on table 4 it can be seen that all variables that are perceived risk,trust and purchase intention has the value of Cronbach's Alpha coefficient more than 0.6 therefore, it can be conclude that the research instrument used for the variables is reliable and can be used for further research.

G. Data Analysis

The activity of data analyzing is conducted when all the data from the respondents is collected. In this activity, the researcher is directed to do grouping and proceeding the data based on the variables and the type of respondents, later to be presented with the calculation and the answer of the research problems and calculate the proposed hypothesis (Sugiyono, 2008). The method used in this research is descriptive and path analysis.

1. **Descriptive Statistic Method**

According to Martaleni (2011: 108) descriptive statistical analysis techniques are used for describes each respondent in the study. Data that has been collected and then tabulated in a table and performed descriptive discussion. Descriptive size is the provision of numbers, either in the number of respondents or in percentage form. Descriptive statistics serve to reduce data to be more easily interpreted, this statistical method allows researchers to collect data randomly and process it through some specific rules (Morissan, 2012: 235).

2. **Path Analysis**

This study used path analysis to analyze the data. Path analysis is used to analyze the patterns of relationships between variables to determine the effect of directly or indirectly, a set of independent variables on the dependent variable. Path coefficients show how big the influence of changes in one variable against another. In the path analysis, there are several steps as follows (Solimun, 2002: 47) :

a. Designing a model based on the concepts and theories
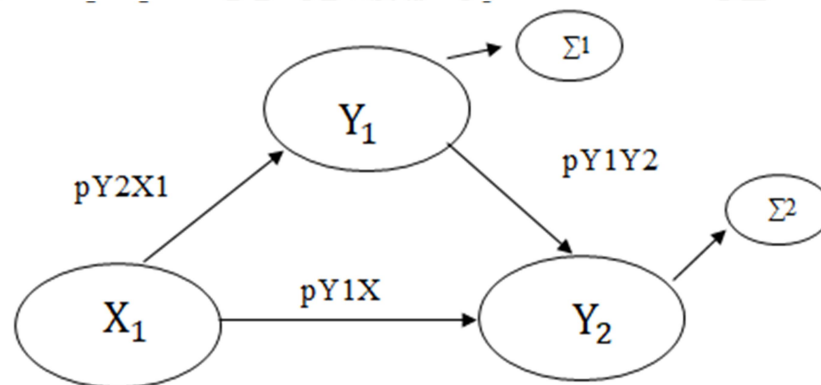
Figure 3 Path Diagram

Equation:

$$Y1 = \rho Y_1 X_1 + \epsilon_1$$

$$Y2 = \rho Y_1 X_1 + \rho Y_2 X_1 + \epsilon_2$$

Explanation:

X_1 = Perceived Risk

Y_1 = Trust

Y_2 = Purchase Intention

ρ = Coefficient

ϵ = Residual

b. Examination of the underlying assumptions. Assumptions that underlying the path analysis are:

1) In path analysis model, the relationship between variables is linear and additive

2) Only recursive models that can considered, which only causal system flow in one direction.

3) The dependent variable at least a measuring scale interval.

4) Valid and reliable measurement instrument.

5) The model that specified analyzed (identified) correctly based on relevant theories and concepts.

c. Parameter estimation or calculation of path coefficients

For one-way arrows ⟶ used standardized regression calculation, partially in each equation. From this calculation path coefficient obtained direct influence. Parameter estimation performed using SPSS software and calculated through regression analysis, which is carried out on each partial equation.

CHAPTER IV

RESULT AND DISCUSSION

A. General Description of Location

1. Company Overview

Established in 2010 as a motorcycle ride-hailing phone service, GO-JEK has evolved into an on-demand mobile platform and a cutting-edge app, providing a wide range of services that includes transportation, logistics, mobile payments, food delivery, and many other on-demand services."GO-JEK is a technology company with a social mission to improve the welfare and livelihoods of workers in various informal sectors in Indonesia. GO-JEK champions 3 essential values, there is :

a. Speed : Service is fast, and we continually learn and grow from experience.

b. Innovation : Continually offer new technology to make your life easier.

c. Social Impact : Work to create as much positive social impact as possible for Indonesians.

Figure 4 GO-JEK Logo

Source : https://twitter.com/gojekindonesia (2018)

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GO-JEK now operates in 50 cities across Indonesia, including Bali, Balikpapan, Banda Aceh, Bandar Lampung, Bandung, Banjarmasin, Banyuwangi, Batam, Belitung, Bukittinggi, Cilacap, Cirebon, Garut, Gresik, Jakarta, Jambi, Jember, Karawang, Kediri, Madiun, Madura, Magelang, Makassar, Malang, Manado, Mataram, Medan, Mojokerto, Padang, Palembang, Pasuruan, Pekalongan, Pekanbaru, Pematang Siantar, Pontianak, Probolinggo, Purwakarta, Purwokerto, Salatiga, Samarinda, Semarang, Serang, Sidoarjo, Solo, Sukabumi, Sumedang, Surabaya, Tasikmalaya, Tegal, and Yogyakarta, with more cities to follow in the coming years.

GO-JEK have mission to creating social impact through technology. GO-JEK strive to spread positive social impact through technology, increasing GO-JEK drivers' incomes and ensuring a better standard of living for themselves and their families. GO-JEK's flagship service has played an important role in heavily congested cities like Jakarta and other areas where there was operate. As well as to suppliers, GO-JEK also offers great benefits to its customers.

GO-JEK provide various service to fulfill consumer needs.There is several service provided by GO-JEK :

a. GO-RIDE is motorcycle taxi service.

b. GO-CAR is car taxi service.

c. GO-FOOD is food delivery service.

d. GO-MART is groceries buying and delivery service to consumer location.

e. GO-SEND is instant courier service to send items and documents

f. GO-BOX is delivery service use pickup trucks, single-axle trucks, and single-axle box trucks.

g. GO-TIX is service to buy movie tickets and send ticket to consumer.

h. GO-MED is buying medicine service and send medicine to consumer location.

i. GO-MASSAGE is body and face massage service in consumer location.

j. GO-CLEAN is an app-based professional cleaning service.

k. GO-GLAM is an app-based professional body treatment home service.

l. GO-AUTO is auto care, maintenance and emergency repair work for consumer vehicle. Anytime and anywhere.

m. GO-PAY is e-wallet service to fulfill consumer daily transaction needs.

n. GO-POINTS is a loyalty program from GO-JEK exclusively for GO-PAY users. Receive a token for each of GO-PAY transactions.

o. GO-PULSA is service to top up consumer cellphone and mobile data allowance.

p. GO-BILLS is one-stop service to pay PLN electricity bills, purchase PLN electricity tokens, and pay BPJS insurance premiums.

GO-JEK's services are actively used by 15 million people every week. The weekly active user is served by around 900,000 GO-JEK driver partners. Every month, more than 100 million transactions take place on the GO-JEK platform.

2. GO-RIDE service at Malang

On GO-RIDE service, customer will transport from the pick up point to the destination. GO-RIDE is a transportation option that provides speed, ease of ordering, and ease of delivery destinations, and most importantly security and

convenience. Customers will enter their pick-up location and destination into the app when ordering GO-RIDE service, with a maximum distance of 25 km.
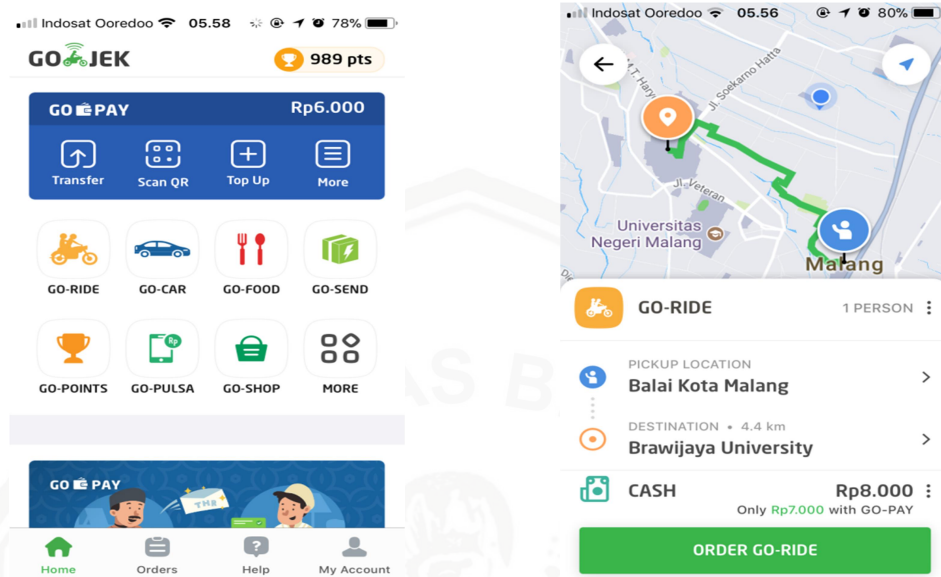
Figure 5 GO-JEK Application Interface

Source : GO-JEK Application (2018)

In GO-RIDE, you can make multiple orders at a time, and you can also communicate with Driver easily through the in-app chat feature. Below are the steps of using GO-RIDE in GO-JEK application:

a. Choose GO-RIDE in main menu

b. Consumer can set your drop-off location by choosing the suggested locationand typing on the search bar, or selecting the location via map and moving the pin around

c. Then, Consumer can confirm your destination location by clicking the "Confirm Destination" button

d. After setting your drop-off location, you can choose (or change) consumer pick-up location. Just click on the pick-up location, then choose consumer pick-up location

e. If consumer choose public places like mall, airport, or office building as pick-up location, consumer can pick one of the suggested pick-up points

f. Select preferred payment method (GO-PAY or cash). If consumer have an active GO-RIDE voucher, fare will automatically be deducted according to your voucher value

g. Select 'Order GO-RIDE' to make a reservation

GO-JEK start their business in Malang City at May 2016 and GO-JEK operate their branch office at Jl. Laksamana Martadinata Number 4-6, Malang.GO-RIDE is the service that first operates in Malang, in the development of services provided by GO-JEK only GO-BUSWAY are not included in the service in Malang.GO-JEK development is supported by the demographic potential in City of Malang. According to *Badan Pusat Statistik* (BPS) Malang, Malang municipality area is 110.06 km2 and divided into five subisticts namely : Kedungkandang, Sukun, Klonjen, Blimbing, and Lowokwaru . According to data from the BPS Malang City as of July 2017, the number of motorcycles recorded there are 441,123 units in 2015 and increased to 456,693 units in 2016. While the total of four-wheel vehicles and other large vehicles as many as 106,432 units in 2015. Up to 111,026 vehicles in 2016. The population of Malang City is 895,387 people in early 2017. The high number of vehicles that became one of the factors causing congestion in this city. Moreover, the city road segment barely increased.

Total roads in the city of Malang as many as 2960 segments with a length of 1.027.112.20.

The increased resident in Malang City and also increasing congestion, causing the Malang resident to need alternative transportation, then GO-RIDE becomes one of the appropriate solutions.

B. General Description of Respondents

Respondents in this study were 116 people. Respondents in this research fulfill the following provisions; At least 17 years old, already use GO-RIDE service in Malang City at least once in last 3 months. Respondents characteristics are described in several indicators below :

1. Respondent's Description based on Gender

Based on the distribution of questionnaires conducted by researcher, characteristics of respondents by gender are shown in the Table 5

Table 5 Frequency Distribution of Respondent's Gender

No	Gender Type	Number of Respondents	Percentage (%)
1	Male	44	37.9
2	Female	72	62.1
	Total	116	100

Source : Appendix 3

Based on table 5, there are 44 people (37.9%) were male and (62.1%) were female, this research shown GO-RIDE consumer dominated by female consumer. Female consumers have a tendency not to use their own vehicles.

2. Respondent's Description based on Age

Age indicator using open answer question, so that respondents can give answers freely. The researcher using sturges formula quoted in Supranto (2000:61) to process the research data, with the calculation below :

$$K = 1 + 3.3 \log n$$

Explanation

K : Total interval class

n : Total Sample

log : Logarithm

Equation

$K = 1 + 3.3 \log_{116}$

K = 7.81 rounded up to 8

Choosing of interval length

C = Interval length/K

C = (42-18)/8

C = 3

Based on the calculation, the class divided into eight section and interval about three. Distribution of respondent age showed in Table 6:

Table 6 Frequency Distribution of Respondent's Age

No	Age	Respondent	Percentage %
1	18-20	27	23.27
2	21-23	38	32.76
3	24-26	19	16.37
4	27-29	11	9.48
5	30-32	7	6.03
6	33-35	6	5.17
7	36-38	4	3.46
8	> 39	4	3.46
Total		116	100

Source: Appendix 3

From Table 6 it shows that category ages between 18-20 years old, 21-23 and 24-26 years old becoming the top three, if it be summed the total was (72.39%) or almost quarter of all respondents. It's indicate that most GO-RIDE consumers are people of productive age have high mobility according to their acitivity.

3. Respondent's Description based on Smartphone Operation System

Table 7 shows there are 72 people (62.1%) were using Android to acces GO-RIDE and 44 (37.9%) were using IOS to acces GO-RIDE. Even Android operation system respondents higher but the gap is not wide, it is indicated that GO-RIDE provide equal service in each application system.

Table 7 Frequency Distribution of Smartphone Operation System

No	Operation System	Number of Respondents (People)	Percentage (%)
1	Android	72	62.1
2	IOS	44	37.9
	Total	116	100

Source : Appendix 3

4. Respondent's Description based on Job

Based on the distribution of questionnaires table 8 shows that mostly respondent in this research currently unemployed as a student (69.8%) and works as private employee (24.1%), furthermore the respondent also work as Civil Servant,Soldier/Police and entrepreneur.

Table 8 Frequency Distribution of Respondent's Job

No	Job	Number of Respondents (People)	Percentage (%)
1	Private Employee	28	24.1
2	Civil Servants	4	3.4
3	Soldier/Police	1	0.9
4	Entrepreneur	1	0.9
Unemployed			
1	Student	81	69.8
2	Housewife	1	0.9
Total		**116**	**100.00**

Source: Appendix 3

5. Respondent's Description based on Monthly Income

Respondents are given discretion in answering questions in the Monthly Income. The answer option is open amount of income of respondents who have worked in the form of salary or allowance for those who unemployed. Researcher classify the respondent monthly income to some classes and to determine the interval class is calculated by the formula Sturges, following its calculation:

C = Interval length/ Class

C = (Rp.8.000.000-Rp.500.000)/8

C = Rp.937.500,-

Based on the calculation there are eight categories with interval of Rp. 937.500,-

Table 9 Frequency Distribution of Respondent's Monthly Income

No	Monthly Income/Allowance	Number of Respondents (People)	Percentage (%)
1	Rp.500.000 – Rp.1.437.500	9	7.76
2	>Rp.1.437.500 – Rp.2.375.000	28	24.13
3	>Rp.2.375.000 – Rp.3.312.500	33	28.44
4	>Rp.3.312.500 – Rp.4.250.000	26	22.42
5	>Rp.4.250.000 – Rp.5.187.500	10	8.62
6	>Rp.5.187.500 – Rp.6.125.000	4	3.45
7	>Rp.6.125.000 – Rp.7.062.500	3	2.59
8	>Rp.7.062.500	3	2.59
Total		**116**	**100.00**

Source : Appendix 3

Table 9 shown, these research findings indicate that GO-RIDE consumer monthly income its diverse and the top three in monthly income or allowance coming from second, third, and fourth category, simply it's between Rp.1.437.500.- - Rp.4.250.000,- or about 75 respondent (87%) if it be summed, it also shows the price of GO-RIDE services its affordable.

6.   Respondent's Description based on Domicile

This research was conducted at Malang City, so the respondents could be anywhere as long the respondent have GO-JEK application and already use GO-RIDE in Malang at least once in last 3 Month. The researcher categorized respondent based on their domicile (City). The result can be seen at Table 10 below ;

Table 10 Frequency Distribution of Respondent's Domicile

No	City	Number of Respondents (People)	Percentage (%)
1	Malang	94	81.03
2	Surabaya	3	2.56
3	Sidoarjo	2	1.72
4	Madiun	1	0.87
5	Mojokerto	2	1.72
6	Banyuwangi	1	0.87
7	Pontianak	1	0.87
8	Jakarta Selatan	4	3.46
9	Jakarta Timur	2	1.72
10	Jakarta Barat	3	2.56
11	Bogor	1	0.87
12	Tangerang Selatan	1	0.87
13	Bandung	1	0.87
Total		**116**	**100***

Source : Appendix 3

*Note : Rounding

Table 10 shows that City of Malang becoming majority respondent domicile in this research with 94 respondent (81.03 %). In this study there are also respondents who have used the gojek in Malang City but domiciled in another city, it is indicating that GO-RIDE also becoming transportation solution for traveller in Malang.

7. Respondent's used GO-RIDE in Malang City

All respondent in this research were ever use GO-RIDE at least once in last 3 month

8. Respondent's Description based on intensity using GO-RIDE

Intensity using GO-RIDE use open answer question, so that respondents can give answers freely.This indicators have time maximum requirements, 3 months

after using GO-RIDE service to make sure the respondent still keep in their mind about experience of using GO-RIDE. The researcher using sturges formula to determine the interval class is calculated by the formula Sturges, following its calculation :

C = Interval length/ Class

C = (41-1)/8

C = 5

Table 11 Frequency Distribution of Respondent's Intensity using

No	Intensity	Number of Respondent	Percentage %
1	1-5	34	29.32
2	6-10	19	16.37
3	11-15	25	21.55
4	16-20	9	7.77
5	21-25	7	6.03
6	26-30	5	4.31
7	31-35	4	3.44
8	> 36	13	11.20
	Total	116	100

 Source : Appendix 3

   Tabel 11 shown most of GO-RIDE respondent in this research used GO-RIDE as alternative transportation,top three intentsity in this research are ; 1-5 times in last 3 month (29.31%), 6-10 times in last 3 month (16.37) and 11-15 times in last 3 month (21.55%). However respondent who used GO-RIDE more than 36 times in last 3 month also states moderate amount (11.20%) It's indicated that GO-RIDE become an option as daily transportation option.

9. **Respondent's Description based on main reason in purchasing GO-RIDE service**

Tabel 12 shown respondent to chose, four reason before purchasing GO-RIDE service

Table 12 Frequency Distribution of Respondent's Reason in   purchasing GO-RIDE service

No	Main Reason	Number of Respondents (People)	Percentage (%)
1	Time	24	20.69
2	Cost	22	18.97
3	Convenience	59	50.86
4	Amenities	11	9.48
	Total	116	100

Source : Appendix 3

Based on table 12 Covenience (50.86%) become the most answer that dominated in this question, following by Time (20.68%), Cost (18.96%) and amenities (9.48%) From those result it can indicate that for GO-RIDE consumer focus on convenience as dominant factor in choosing transportation.

10. **Respondent's Description based on the impression of the GO-RIDE service**

Description of the respondent based on the impression when using GO-RIDE service, provides an overview of the GO-RIDE quality of service.

Table 13 Frequency Distribution of Respondent's Impression of GO-RIDE service

No	Impression	Number of Respondents (People)	Percentage (%)
1	Very satisfied	15	12.90
2	Satisfied	88	75.90
3	Neutral	13	11.20
4	Disappointed	0	0
5	Very Disappointed	0	0
	Total	116	100

Source : Appendix 3

Tabel 13 shown respondent impression of GO-RIDE service, (12.90%) Very satisfied, (75.90%) Satisfied, (11.20%) and no one answered Disappointed and Very Disappointed. It's indicate that GO-RIDE service is provide excellent Service .

11. Respondent's consider risk before chose GO-RIDE

Based on the results of questionnaire distribution, respondent characteristic depend on consider risk before when using GO-RIDE,shown on table 14 below ;

Table 14 Frequency Distribution of Respondent's consider risk when using GO-RIDE

No	Perceived Risk Consider	Number of Respondents (People)	Percentage (%)
1	Yes	97	83.63
2	No	19	16.37
	Total	116	100

Source : Appendix 3

Table 14 shows that (83.63%) respondents consider about risk factors that exist when using GO-RIDE service and others respondents (16.37%) unconsider about risk factors when using GO-RIDE.

12. Respondent's Trust toward GO-RIDE Service

Based on the results of questionnaire distribution, respondent characteristic Trust toward GO-RIDE Service, shown on table 15 below ;

Table 15 Frequency Distribution of Respondent's Trust toward GO-RIDE Service

No	Trust toward GO-RIDE Service	Number of Respondents (People)	Percentage (%)
1	Yes	114	98.27
2	No	2	1.63
	Total	116	100

Source : Appendix 3

Table 15 shows that (98.27%) respondents trust in GO- RIDE service and others respondents (16.37%) do not trust to GO- RIDE service.

13. Respondent's Pretension to repurchase GO-RIDE service in the future

Based on the results of questionnaire distribution, respondent, all of respondent (100%) have positive Pretension to repurchase GO-RIDE service in the future

14. Respondent's Description based on Other GO-JEK service which is also used except GO-RIDE

Based on the results of questionnaire distribution, all of respondent used GO-RIDE its also use another service from GO-JEK, respondent characteristic on the question indicator Other GO-JEK service which is also used except GO-RIDE, shown on table 16 below

Table 16 Frequency Distribution of Respondent's Other GO-JEK service also used

No	GO-JEK Service	Number of Respondents (People)	Percentage (%)
1	GO-CAR	12	10.36
2	GO-FOOD	66	56.87
3	GO-MART	0	0
4	GO-PULSA	2	1.73
5	GO-MED	0	0
6	GO-CLEAN	3	2.59
7	GO-AUTO	1	0.87
8	GO-GLAM	1	0.86
9	GO-MASSAGE	4	3.44
10	GO-PAY	27	23.27
11	GO-BILLS	0	0
	Total	**116**	**100**

Source : Appendix 3

Table 16 shows the top three in other GO-JEK service also used by respondent its GO-FOOD (56.87%), GO-PAY (23.27%) and GO-CAR (10.36%). According Table 16 GO-FOOD became the most preferred service of respondents, this proves that in addition as transportation network company, consumers also interested in transportation services in the food delivery.

C. Descriptive Analysis Result

In this research, descriptive analysis consists of item distribution from each variable. Grouped data is tabulated and followed with a descriptive discussion. Descriptive analysis that is used, gives information about variables' characteristics in this research; Perceived Risk (X_1) as independent variable towards Trust (Y_1) and Purchase Intention (Y_2) as the dependent variables.

After data is tabulated then the frequency and percentage of statements in the given questionnaire. Researcher also calculate the mean score from each item of

the questionnaire followed by interpretation to categorize each item. The criteria mean score interpretation of respondents' answer is based on Table 14. To figure out each item's mean score,according to (Supranto, 2000) it is necessary to determine the interval of each score first. It can be calculated by the following formula:

R = Xn – X1   Explanation:

C = R / K   C = predicted interval class

C = {(5−1)/5} = 0,8   K = classes

                                         Xn = highest score value

                                         X1 = lowest score value

Therefore, the interpretation criteria are specifically explained in Table 14 below :

Table 17 Criteria of Mean Score

Score Value	Interpretation
>4.2-5.0	Very High
>3.4-4.2	High
>2.6-3.4	Neutral
>1.8-2.6	Low
1.0 – 1.8	Very Low

Source : Supranto (2008:74)

1. Frequency Distribution of Variable Perceived Risk

Variable of Perceived Risk consist of eight teen items of question spread to respondents to be answered. The answers are shown in Table 18

Table 18 Frequency Distribution Table of Perceived Risk (X1)

Item	SDA(1)		DA(2)		N(3)		A(4)		SA(5)		Total		Mean
	f	%	f	%	F	%	f	%	f	%	f	%	
$X_{1.1.1}$	13	11.2	55	47.4	41	35.3	7	6.0	0	0	116	100	2.36
$X_{1.1.2}$	29	25.0	37	31.9	31	26.7	15	12.9	4	3.4	116	100	2.38
$X_{1.1.3}$	14	12.1	50	43.1	42	36.2	10	8.6	0	0	116	100	2.41
Mean Indicator													2.38
$X_{1.2.1}$	57	49.1	45	38.8	14	12.1	0	0	0	0	116	100	1.63
$X_{1.2.2}$	17	14.7	73	62.9	19	16.4	7	6.0	0	0	116	100	2.14
$X_{1.2.3}$	10	8.6	62	53.4	38	32.8	6	5.2	0	0	116	100	2.34
Mean Indicator													2.03
$X_{1.3.1}$	18	15.5	62	53.4	21	18.1	15	12.9	0	0	116	100	2.28
$X_{1.3.2}$	17	14.7	63	54.3	28	24.1	8	6.9	0	0	116	100	2.23
$X_{1.3.3}$	9	7.8	42	36.2	52	44.8	12	10.3	1	0.9	116	100	2.60
Mean Indicator													2.37
$X_{1.4.1}$	15	12.9	76	65.5	24	20.7	1	0.9	0	0	116	100	2.09
$X_{1.4.2}$	24	20.7	65	56.0	25	21.6	2	1.7	0	0	116	100	1.04
$X_{1.4.3}$	16	13.8	61	52.6	35	30.2	3	2.6	1	0.9	116	100	2.24
Mean Indicator													2.12
$X_{1.5.1}$	14	12.1	52	44.8	48	41.4	1	0.9	1	0.9	116	100	2.34
$X_{1.5.2}$	30	25.9	61	52.6	23	19.8	2	1.7	0	0	116	100	1.97
$X_{1.5.3}$	15	12.9	62	53.4	34	29.3	3	2.6	2	1.7	116	100	2.27
Mean Indicator													2.19
$X_{1.6.1}$	14	12.1	55	47.4	43	37.1	2	1.7	2	1.7	116	100	2.34
$X_{1.6.2}$	15	12.9	43	37.1	48	41.4	8	6.9	2	1.7	116	100	2.47
$X_{1.6.3}$	14	12.1	53	45.7	43	37.1	6	5.2	0	0	116	100	2.35
Mean Indicator													2.38
Mean Variable													2.25

Source : Appendix 6

Note:
SDA: Strongly Disagree, DA: Disagree, N: Neutral, A: Agree, SA: Strongly Agree, f: frequency, % Precentage
Indicator of Financial Risk
$X_{1.1.1}$ = Consumer feel overcharged when used GO-RIDE
$X_{1.1.2}$ = Consumer feel insecure about GO-RIDE online payment
$X_{1.1.3}$ = Consumer feel GO-RIDE service its over price
Indicator of Product Risk
$X_{1.2.1}$ = Consumer feel uncomfortable about GO-RIDE driver preference policy
$X_{1.2.2}$ = Consumer feel GO-RIDE service doesn't have guarantee
$X_{1.2.3}$ = Consumer feel GO-RIDE service below their company standard
Indicator of Time Risk
$X_{1.3.1}$ = Consumer wait too long to get the driver in GO-RIDE application
$X_{1.3.2}$ = Consumer wait too long to wait the GO-RIDE driver arrived in pickup location
$X1_{.3.3}$ = Consumer feel uncertainty about GO-RIDE travel time
Indicator of Delivery Risk

$X_{1.4.1}$ = Consumer feel afraid about GO-RIDE possibility of accidents
$X_{1.4.2}$ = Consumer feel afraid about GO-RIDE misplaced destination
$X_{1.4.3}$ = Consumer feel insecure about GO-RIDE driver how to drive
Indicator of Social Risk
$X_{1.5.1}$ = Consumer feel uncomfortable about family disapproval
$X_{1.5.2}$ = Consumer feel uncomfortable about other people image
$X_{1.5.3}$ = Consumer feel service is still not acceptable by some people
Indicator of Information Risk
$X_{1.6.1}$ = Consumer feel insecure about personal information in GO-RIDE
$X_{1.6.2}$ = Consumer feel insecure about unpermitted contact in GO-RIDE
$X_{1.6.3}$ = Consumer feel GO-RIDE unprovided appropriate security

a. Indicator of Financial Risk $X_{1.1}$

According to table 15, 116 respondent in the item of $X_{1.1.1}$ with the statement of "I feel overcharged by GO-RIDE", 13 respondents (11.2%) were known to choose "Strongly Disagree", the 55 respondents (47.4%) choose "Disagree", the 41 respondents (35.3%) choose "Neutral", the 7 respondents (6 %) choose "Agree". Mean score of item $X_{1.1.1}$ is 2.36 which means the most of respondents gives low-scored response and refuse the statement "I feel overcharged by GO-RIDE".

The item of $X_{1.1.2}$ with the statement of "I feel insecure about GO-RIDE online payment", 29 respondents (25 %) were known to choose "Strongly Disagree", the 37 respondents (31.9%) choose "Disagree", the 31 respondents (26.7%) choose "Neutral", the 15 respondents (12.9%) choose "Agree", the 4 respondents (3.4) choose "Strongly Agree". Mean score of item $X_{1.1.2}$ is 2.38 which means the most of respondents gives low-scored response and refuse the statement "I feel insecure about GO-RIDE online payment".

The item of $X_{1.1.3}$ with the statement of "I feel GO-RIDE service is overpriced", 14 respondents (12.1 %) were known to choose "Strongly Disagree", the 50 respondents (43.1%) choose "Disagree", the 42 respondents

(36.2%) choose "Neutral", the 10 respondents 8.6%) choose "Agree".Mean score of item $X_{1.1.3}$ is 2.41 which means the most of respondents gives low-scored response and refuse the statement "I feel GO-RIDE service is overpriced". Refer to Table 15 mean score of indicator "Financial Risk" $(X_{1.1.1})$, $(X_{1.1.1})$ and $(X_{1.1.3})$ is 2.38 which is in the "Low" category. It shows that respondents tent to refuse with all statements given on Financial Risk indicators. So it can be concluded respondent feel there are no problems associated with financial factors using GO-RIDE.

b. Indicator of Product Risk $X_{1.2}$

According to table 15, 116 respondent in the item of $X_{1.2.1}$ with the statement of "I feel uncomfortable about GO-RIDE driver preference policy", 57 respondents (49.1%) were known to choose "Strongly Disagree", the 45 respondents (38.8%) choose "Disagree", the 19 respondents (16.4%) choose "Neutral", the 7 respondents (6 %) choose "Agree". Mean score of item $X_{1.2.1}$ is 1.63 which means the most of respondents gives low-scored response and refuse the statement "I feel uncomfortable about GO-RIDE driver preference policy".

The item of $X_{1.2.2}$ with the statement of "I feel GO-RIDE service doesn't have guarantee", 17 respondents (14.7 %) were known to choose "Strongly Disagree", the 73 respondents (31.9%) choose "Disagree", the 19 respondents (16.4%) choose "Neutral", the 7 respondents (6 %) choose "Agree". Mean score of item $X_{1.1.2}$ is 2.14 which means the most of respondents gives low-scored response and refuse the statement "I feel GO-RIDE service doesn't have guarantee".

The item of $X_{1.1.3}$ with the statement of "I feel GO-RIDE service below their company standard", 10 respondents (8.6 %) were known to choose "Strongly

Disagree", the 62 respondents (53.4%) choose "Disagree", the 38 respondents (32.8%) choose "Neutral", the 6 respondents (5.2 %) choose "Agree". Mean score of item $X_{1.1.3}$ is 2.34 which means the most of respondents gives low-scored response and refuse the statement "I feel GO-RIDE service below their company standart". Refer to Table 15 mean score of indicator "Product Risk" $(X_{1.2.1})$, $(X_{1.2.1})$ and $(X_{1.2.3})$ is 2.03 which is in the "Low" category. It shows that respondents tent to refuse with all statements given on Product Risk indicators. So it can be concluded respondent feel there are no problems associated with Product factors using GO-RIDE.

c. Indicator of Time Risk $X_{1.3}$

According to table 15, 116 respondent in the item of $X_{1.3.1}$ with the statement of "I wait too long to get the driver in GO-RIDE application", 18 respondents (15.5%) were known to choose "Strongly Disagree", the 62 respondents (453.4%) choose "Disagree", the 21 respondents (18.1%) choose "Neutral", the 15 respondents (12.9 %) choose "Agree". Mean score of item $X_{1.3.1}$ is 2.28 which means the most of respondents gives low-scored response and refuse the statement "I wait too long to get the driver in GO-RIDE application".

The item of $X_{1.3.2}$ with the statement of "I wait too long to wait the GO-RIDE driver arrived in pickup location", 17 respondents (14.7 %) were known to choose "Strongly Disagree", the 63 respondents (54.3%) choose "Disagree", the 28 respondents (24.1%) choose "Neutral", the 8 respondents (6.9%) choose "Agree". Mean score of item $X_{1.3.2}$ is 2.23 which means the most of respondents gives low-scored response and refuse the statement "I wait too long to wait the GO-RIDE driver arrived in pickup location".

The item of $X_{1.3.3}$ with the statement of "I feel uncertainty about GO-RIDE travel time", 9 respondents (7.8 %) were known to choose "Strongly Disagree", the 42 respondents (36.2%) choose "Disagree", the 52 respondents (44.8%) choose "Neutral", the 12 respondents (10.3%) choose "Agree", and only 1 respondent (0.9%) choose "Strongly Agree". Mean score of item $X_{1.1.3}$ is 2.60 which means the most of respondents gives low-scored response and refuse the statement "I feel uncertainty about GO-RIDE travel time". Refer to Table 15 mean score of indicator "Product Risk" $(X_{1.3.1})$, $(X_{1.3.2})$ and $(X_{1.3.3})$ is 2.60 which is in the "Low" category. It shows that respondents tent to refuse with all statements given on Product Risk indicators. So it can be concluded respondent feel GO-RIDE service related to time factor is satisfy their expectations.

d. Indicator of Delivery Risk $X_{1.4}$

According to table 15, 116 respondent in the item of $X_{1.4.1}$ with the statement of "I feel afraid about GO-RIDE driver misplaced destination", 15 respondents (12.9%) were known to choose "Strongly Disagree", the 76 respondents (65.5%) choose "Disagree", the 24 respondents (20.7%) choose "Neutral", the 1 respondents (0.9 %) choose "Agree" and there is no respondent choose "Strongly Disagree". Mean score of item $X_{1.4.1}$ is 2.09 which means the most of respondents gives low-scored response and refuse the statement "I feel afraid about GO-RIDE driver misplaced destination posibility".

The item of $X_{1.4.2}$ with the statement of "I feel worry about GO-RIDE driver how to drive", 24 respondents (20.7 %) were known to choose "Strongly Disagree", the 65 respondents (56%) choose "Disagree", the 25 respondents (21.6%) choose "Neutral", the 2 respondents (1.7%) choose "Agree". Mean

score of item $X_{1.4.2}$ is 1.04 which means the most of respondents gives very low-scored response and refuse the statement "I feel worry about GO-RIDE driver how to drive".

The item of $X_{1.4.3}$ with the statement of "I feel afraid about accidents possibility when I use GO-RIDE service", 16 respondents (13.8 %) were known to choose "Strongly Disagree", the 61 respondents (52.8%) choose "Disagree", the 35 respondents (30.2%) choose "Neutral", the 3 respondents (2.6%) choose "Agree" and there is 1 respondent (0.9) choose "Strongly Agree". Mean score of item $X_{1.4.3}$ is 2.24 which means the most of respondents gives low-scored response and refuse the statement "I feel afraid about accidents possibility when I use GO-RIDE service". Refer to Table 15 mean score of indicator "Delivery Risk" $(X_{1.4.1})$, $(X_{1.4.2})$ and $(X_{1.4.3})$ is 2.12 which is in the "Low" category. It shows that respondents tent to refuse with all statements given on Delivery Risk indicators. So it can be concluded respondent feel GO-RIDE service related to delivery factor its satisfy their expectations

e. Indicator of Social Risk $X_{1.5}$

According to table 15, 116 respondent in the item of $X_{1.5.1}$ with the statement of "I feel uncomfortable about family disapproval posibllity when I use GO-RIDE service", 14 respondents (12.1%) were known to choose "Strongly Disagree", the 52 respondents (44.8%) choose "Disagree", the 48 respondents (41.4%) choose "Neutral", the 1 respondents (0.9 %) choose "Agree" and 1 respondents (0.9%) choose "Strongly Disagree". Mean score of item $X_{1.5.1}$ is 2.34 which means the most of respondents gives low-scored response and refuse

the statement "I feel uncomfortable about family disapproval posibllity when I use GO-RIDE service".

The item of $X_{1.5.2}$ with the statement of "I feel uncomfortable about other people image to me when I used GO-RIDE service", 30 respondents (25.9 %) were known to choose "Strongly Disagree", the 61 respondents (52.6%) choose "Disagree", the 23 respondents (19.8%) choose "Neutral", the 2 respondents (1.7%) choose "Agree". Mean score of item $X_{1.5.2}$ is 1.97 which means the most of respondents gives low-scored response and refuse the statement "I feel uncomfortable about other people image to me when I used GO-RIDE service".

The item of $X_{1.5.3}$ with the statement of "I feel GO-RIDE service is still not acceptable by some people", the 15 respondents (12.9 %) were known to choose "Strongly Disagree", the 62 respondents (53.4%) choose "Disagree", the 34 respondents (29.3%) choose "Neutral", the 3 respondents (2.6%) choose "Agree" and 1 respondents (0.9%) choose "Strongly Diasgree". Mean score of item $X_{1.5.3}$ is 2.27 which means the most of respondents gives low-scored response and refuse the statement "I feel GO-RIDE service is still not acceptable by some people". Refer to Table 15 mean score of indicator "Financial Risk" $(X_{1.5.1})$, $(X_{1.5.2})$ and $(X_{1.5.3})$ is 2.19 which is in the "Low" category. This indicates that most respondents disagreed to the question on the indicators of social risk.

f. Indicator of Information Risk $X_{1.6}$

According to table 15, 116 respondent in the item of $X_{1.6.1}$ with the statement of "I feel insecure about personal information in GO-RIDE", 14 respondents (12.1%) were known to choose "Strongly Disagree", the 55 respondents (47.4%)

choose "Disagree", the 43 respondents (37.1%) choose "Neutral", the 2 respondents (2 %) choose "Agree" and the 2 respondents (1.7%) other choose "Strongly Disagree". Mean score of item $X_{1.6.1}$ is 2.34 which means the most of respondents gives low-scored response and refuse the statement "I feel insecure about personal information in GO-RIDE".

The item of $X_{1.6.2}$ with the statement of "I feel insecure about unpermitted contact in GO-RIDE", 15 respondents (12.9 %) were known to choose "Strongly Disagree", the 43 respondents (37.1%) choose "Disagree", the 48 respondents (41.4%) choose "Neutral", the 8 respondents (6.9%) choose "Agree", the 2 respondents (1.7%) choose "Strongly Agree". Mean score of item $X_{1.6.2}$ is 2.47 which means the most of respondents gives low-scored response and refuse the statement "I feel insecure about unpermitted contact in GO-RIDE".

The item of $X_{1.6.3}$ with the statement of "I feel GO-RIDE service doesn't provide appropriate security", 14 respondents (12.1 %) were known to choose "Strongly Disagree", the 53 respondents (45.7%) choose "Disagree", the 43 respondents (37.1%) choose "Neutral", the 6 respondents (5.2%) choose "Agree".Mean score of item $X_{1.6.3}$ is 2.35 which means the most of respondents gives low-scored response and refuse the statement "I feel GO-RIDE service doesn't provide appropriate security". Refer to Table 15 mean score of indicator "Information Risk" $(X_{1.6,1})$, $(X_{1.6.2})$ and $(X_{1.6.3})$ is 2.38 which is in the "Low" category. It shows that respondents tent to refuse with all statements given on Information Risk indicators. So it can be concluded respondent feel GO-RIDE Information Risk has been well managed by company.

Overall mean score of the variable of Perceived Risk (X_1) is 2.25 which is still in the "Low" category (1.8 – 2.6) according to criteria mean score (Supranto, 2000). Based on calculated data, it means the consumer Perceived Risk already managed properly by GO-RIDE and satisfy consumer expectations.

2. Frequency Distribution of Variable Trust

Variable of Trust consist of ten items of question spread to respondents to be answered. The answers are shown in Table 19

Table 19 Frequency Distribution Table of Trust (Y1)

Item	SDA(1)		DA(2)		N(3)		A(4)		SA(5)		Total		Mean
	f	%	f	%	f	%	f	%	f	%	f	%	
Y1.1.1	0	0	4	3.4	42	36.2	61	52.6	9	7.8	116	100	3.65
Y1.1.2	1	0.9	6	5.2	21	18.1	65	56.0	23	19.8	116	100	3.89
Y1.1.3	6	5.2	14	12.1	29	25.0	53	45.7	14	12.1	116	100	3.47
Mean Indicator													**3.67**
Y1.2.1	0	0	4	3.4	22	19.0	66	56.9	24	20.7	116	100	3.95
Y1.2.2	0	0	2	1.7	28	24.1	66	56.9	20	17.2	116	100	3.90
Y1.2.3	0	0	2	1.7	27	23.3	58	50.0	29	25.0	116	100	3.98
Mean Indicator													**3.94**
Y1.3.1	0	0	5	4.3	42	36.2	47	40.5	22	19.0	116	100	3.74
Y1.3.2	0	0	1	0.9	43	37.1	50	43.1	22	19.0	116	100	3.80
Y1.3.3	2	1.7	8	6.9	42	36.2	41	35.3	23	19.8	116	100	3.65
Y1.3.4	0	0	11	9.5	45	38.8	46	39.7	14	12.1	116	100	3.54
Mean Indicator													**3.68**
Mean Variable													**3.75**

Source : Appendix 6

Note:
SDA: Strongly Disagree, DA: Disagree, N: Neutral, A: Agree, SA: Strongly Agree, f: frequency, % Precentage
Indicator of Ability
$Y_{1.1.1}$ = Ability to handle transportation service
$Y_{1.1.2}$ = Experience as transportation network company
$Y_{1.1.3}$ = Trustworthy transportation network company
Indicator of Benevolence
$Y_{1.2.1}$ = Benelovence in dealing with consumer
$Y_{1.2.2}$ = Benelovence in providing worth it service
$Y_{1.2.3}$ = Benelovence in providing best assistance
Indicator of Integrity
$Y_{1.3.1}$ = GO-RIDE represents a company will deliver on promises made
$Y_{1.3.2}$ = Commitment in provide worth it service

$Y_{1.3.3}$ = Consistency in providing worth it services
$Y_{1.3.4}$ = Integrity in providing service compared to competitors

a. Indicator of Ability $Y_{1.1}$

According to table 16, 116 respondent in the item of $Y_{1.1.1}$ with the statement of "I belive GO-RIDE have ability to handle transportation service", 9 respondents (7.8%) were known to choose "Strongly Agree", the 61 respondents (52.6%) choose "Agree", the 42 respondents (36.2%) choose "Neutral", the 4 respondents (3.4%) choose "Disagree". Mean score of item $Y_{1.1.1}$ is 3.65 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE have ability to handle transportation service".

The item of $Y_{1.1.2}$ with the statement of "I belive GO-RIDE have experience as transportation network company", 23 respondents (19.8%) were known to choose "Strongly Agree", the 65 respondents (56%) choose "Agree", the 21 respondents (18.1%) choose "Neutral", the 2 respondents (1.7%) choose "Disagree". Mean score of item $Y_{1.1.2}$ is 3.89 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE have experience as transportation network company".

The item of $Y_{1.1.3}$ with the statement of "I belive GO-RIDE service as a transportation network company its trustworthy", 14 respondents (12.1%) were known to choose "Strongly Agree", the 53 respondents (45.7%) choose "Agree", the 29 respondents (25%) choose "Neutral", the 14 respondents (12.1%) choose "Disagree" and 6 respondents (5.2.%) choose "Strongly Disagree". Mean score of item $Y_{1.1.3}$ is 3.47 which means the most of respondents gives high-scored

response and supports the statement "I belive GO-RIDE service as a transportation network company its trustworthy".

Refer to Table 16 mean score of indicator "Ability" $(Y_{1.1.1})$, $(Y_{1.1.2})$ and $(Y_{1.1.3})$ is 3.67 which is in the "High" category. It shows that respondents tent to supports with all statements given on Ability indicators. So it can be concluded respondent feel GO-RIDE as transportation network company has ability to provide service.

b. Indicator of Benevolence $Y_{1.2}$

According to table 16, 116 respondent in the item of $Y_{1.2.1}$ with the statement of "I belive GO-RIDE always has benelovence in dealing with me", 24 respondents (20.7%) were known to choose "Strongly Agree", the 66 respondents (56.9%) choose "Agree", the 22 respondents (19%) choose "Neutral", the 4 respondents (3.4%) choose "Disagree". Mean score of item $Y_{1.2.1}$ is 3.95 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE always has benelovence in dealing with me".

The item of $Y_{1.2.2}$ with the statement of "I belive GO-RIDE have benelovence in providing worth it service", 20 respondents (17.2%) were known to choose "Strongly Agree", the 66 respondents (56.9%) choose "Agree", the 28 respondents (24.1%) choose "Neutral", the 2 respondents (1.7%) choose "Disagree". Mean score of item $Y_{1.2.2}$ is 3.90 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE have benelovence in providing worth it service".

The item of $Y_{1.2.3}$ with the statement of "I belive GO-RIDE has benelovence in providing best assistance to me", 29 respondents (25%) were known to choose "Strongly Agree", the 58 respondents (50%) choose "Agree", the 27 respondents (23%) choose "Neutral", the 2 respondents (1.7%) choose "Disagree".Mean score of item $Y_{1.2.3}$ is 3.98 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE has benelovence in providing best assistance to me".

Refer to Table 16 mean score of indicator "Benevolence" $(Y_{1.2.1})$, $(Y_{1.2.2})$ and $(Y_{1.2.3})$ is 3.67 which is in the "High" category. It shows that respondents tent to supports with all statements given on Ability indicators. So it can be concluded respondent feel GO-RIDE has benevolence in providing their service to consumer.

c. Indicator of Integrity $Y_{1.3}$

According to Table 16, 116 respondent in the item of $Y_{1.3.1}$ with the statement of "I belive GO-RIDE represents a company will deliver on promises made", 22 respondents (19%) were known to choose "Strongly Agree", the 47 respondents (40.5%) choose "Agree", the 42 respondents (36.2%) choose "Neutral", the 5 respondents (4.3%) choose "Disagree". Mean score of item $Y_{1.3.1}$ is 3.74 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE represents a company will deliver on promises made".

The item of $Y_{1.3.2}$ with the statement of "I belive GO-RIDE always preserve company commitment in provide worth it service", 22 respondents (19%) were known to choose "Strongly Agree", the 50 respondents (43.1%) choose "Agree",

the 43 respondents (37.1%) choose "Neutral", the 1 respondents (0.9%) choose "Disagree". Mean score of item $Y_{1.3.2}$ is 3.80 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE always preserve company commitment in provide worth it service".

The item of $Y_{1.3.3}$ with the statement of "I belive GO-RIDE preserve consistency in providing worth it services", 23 respondents (19.8%) were known to choose "Strongly Agree", the 41 respondents (35.3%) choose "Agree", the 42 respondents (36.2%) choose "Neutral", the 8 respondents (6.9%) choose "Disagree" and 2 respondents (1.7%) choose "Strongly Disagree". Mean score of item $Y_{1.3.3}$ is 3.65 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE preserve consistency in providing worth it services".

The item of $Y_{1.3.4}$ with the statement of "I belive GO-RIDE has integrity in providing service compared to competitors", 14 respondents (12.1%) were known to choose "Strongly Agree", the 46 respondents (39.7%) choose "Agree", the 45 respondents (38.8%) choose "Neutral", the 11 respondents (9.5%) choose "Disagree". Mean score of item $Y_{1.3.4}$ is 3.54 which means the most of respondents gives high-scored response and supports the statement "I belive GO-RIDE has integrity in providing service compared to competitors".

Refer to Table 16 mean score of indicator "Integrity" $(Y_{1.3,1})$, $(Y_{1.3.2})$, $(Y_{1.3.3})$ and $(Y_{1.3.4})$ is 3.68 which is in the "High" category. It shows that respondents tent to supports with all statements given on Ability indicators. So it can be concluded respondent feel GO-RIDE has integrity in providing their service to consumer.

Mean score of the variable of Trust (Y_1) is 3.94 which is still in the "High" category (3.4-4.2). Based on calculated data, it means the respondents has a positive respond about Trust.

3. Frequency Distribution of Variable Purchase Intention

Variable of Purchase Intention consist of six items of question spread to respondents to be answered. The answers are shown in Table 20.

Table 20 Frequency Distribution Table of Purchase Intention (Y2)

Item	SDA(1)		DA(2)		N(3)		A(4)		SA(5)		Total		Mean
	f	%	f	%	f	%	f	%	f	%	f	%	
Y2.1.1	0	0	0	0	18	15.5	51	44.0	47	40.5	116	100	4.25
Y2.1.2	0	0	3	2.6	13	11.2	57	49.1	43	37.1	116	100	4.21
Y2.1.3	0	0	3	2.6	9	7.8	49	42.2	55	47.4	116	100	4.34
Mean Indicator													4.26
Y2.2.1	0	0	6	5.2	24	20.7	60	51.7	26	22.4	116	100	3.91
Y2.2.2	1	0.9	3	2.6	34	29.3	46	39.7	32	27.6	116	100	3.91
Y2.2.3	0	0	1	0.9	25	21.6	61	52.6	29	25.0	116	100	4.02
Mean Indicator													3.94
Mean Variable													4.10

Source : Appendix 6

Note:
SDA: Strongly Disagree, DA: Disagree, N: Neutral, A: Agree, SA: Strongly Agree, f: frequency, % Precentage
Indicator of Willingness to Purchase
$Y_{2.1.1}$ = Willingness to find out service detail
$Y_{2.1.2}$ = Find a compatible service appropriate their needs
$Y_{2.1}.3$ = Willingness to purchase service
Indicator of Willingness to Repurchase within Period of Time
$Y_{2.2.1}$ = Willingness to repurchase service after previous experience
$Y_{2.2.2}$ = Willingness to repurchase service in a future
$Y_{2.2.3}$ = Willingness to repurchase service sustainably

a. Indicator of Wilingness to Purchase ($Y_{2.1}$)

According to table 20, 116 respondent in the item of $Y_{2.1.1}$ with the statement of "I have willingness to find out GO-RIDE service detail", 47 respondents (40.5%) were known to choose "Strongly Agree", the 51 respondents (44%)

choose "Agree", the 18 respondents (15.5%) choose "Neutral" and there is no one respondent choose "Disagree" or "Strongly Disagree". Mean score of item $Y_{2.1.1}$ is 4.25 which means the most of respondents gives high-scored response and supports the statement "I have willingness to find out GO-RIDE service detail".

The item of $Y_{2.1.2}$ with the statement of "I find a compatible service appropriate my own needs", 43 respondents (37.1%) were known to choose "Strongly Agree", the 57 respondents (49.1%) choose "Agree", the 13 respondents (11.2%) choose "Neutral", the 3 respondents (2.6%) choose "Disagree". Mean score of item $Y_{2.1.2}$ is 4.21 which means the most of respondents gives very high-scored response and supports the statement "I find a compatible service appropriate my own needs".

The item of $Y_{2.1.3}$ with the statement of "I have willingness to purchase GO-RIDE service", 55 respondents (47.4%) were known to choose "Strongly Agree", the 49 respondents (42.27%) choose "Agree", the 9 respondents (7.8%) choose "Neutral", the 3 respondents (2.6%) choose "Disagree". Mean score of item $Y_{2.1.3}$ is 4.34 which means the most of respondents gives high-scored response and supports the statement "I have willingness to purchase GO-RIDE service".

Refer to Table 16 mean score of indicator "Wilingness to Purchase" ($Y_{2.11}$), ($Y_{2.1.2}$) and ($Y_{2.1.3}$) 4.26 which is in the "Very High" category. It shows that respondents tent to supports with all statements given on Willingness to Purchase indicators. So it can be concluded respondent want to use GO-RIDE service.

b. Indicator of Wilingness to Repurchase within period of time($Y_{2.2}$)

According to table 20, 116 respondent in the item of $Y_{2.2.1}$ with the statement of "I have willingness to repurchase service after previous experience using GO-RIDE", 26 respondents (22.4%) were known to choose "Strongly Agree", the 60 respondents (51.7%) choose "Agree", the 24 respondents (20.7%) choose "Neutral", 3 respondents (2.6%) choose "Disagree" and 1 respondents (0.9%) choose "Strongly Disagree". Mean score of item $Y_{2.2.1}$ is 3.91 which means the most of respondents gives high-scored response and supports the statement "I have willingness to repurchase service after previous experience using GO-RIDE".

The item of $Y_{2.2.2}$ with the statement of "I have willingness to repurchase GO-RIDE service in a future", 32 respondents (27.6%) were known to choose "Strongly Agree", the 46 respondents (39.7%) choose "Agree", the 34 respondents (29.3%) choose "Neutral", the 3 respondents (2.6%) choose "Disagree" and only 1 respondents (0.9%) choose "Strongly Disagree". Mean score of item $Y_{2.2.2}$ is 3.91 which means the most of respondents gives very high-scored response and supports the statement "I have willingness to repurchase GO-RIDE service in a future".

The item of $Y_{2.2.3}$ with the statement of "I have willingness to repurchase service sustainably", 26 respondents (25%) were known to choose "Strongly Agree", the 61 respondents (52.6%) choose "Agree", the 25 respondents (21.6%) choose "Neutral", the 1 respondents (0.9%) choose "Disagree". Mean score of item $Y_{2.2.3}$ is 4.02 which means the most of respondents gives high-

scored response and supports the statement "I have willingness to repurchase service sustainably".

Refer to Table 17 mean score of indicator "Wilingness to Repurchase within period of time" ($Y_{2.2.1}$), ($Y_{2.2.2}$) and ($Y_{2.2.3}$) 3.94 which is in the "High" category. It shows that respondents tent to supports with all statements given on Wilingness to Repurchase within period of time. So it can be concluded respondent want to use GO-RIDE service in a future.

Mean score of the variable of Trust (Y_2) is 4.10 which is still in the "High" category (3.4-4.2). Based on calculated data, it means the respondents has a positive respond about purchase intention.

D. Path Analysis Test Result

Path analysis model in this study has one dependent variables and two independent variables. The results of the path analysis of the Perceived Risk (X1) variable, Trust (Y1), and Purchase Intention (Y2) are described as follows

1. Path Coefficient of Perceived Risk on Trust

Path coefficient on this research is about analysis of Perceived Risk on Trust. According to Table 21, partial test result was obtained from the path coefficients of Perceived Risk on Trust. The hypothesis used are as follow:

H_1: Perceived Risk has a significant influence on Trust

Table 21 The result of Path Coefficient Testing on Perceived Risk (X1) to Trust (Y1)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
Perceived Risk	Trust	-0.709	-10.703	0.000	Significant
R Square (R^2) = 0.502 n = 116					

Source : Appendix 4

The calculation result of the influence of Perceived Risk (X_1) on Trust (Y_1) shows the negative significant influence. This can be proved by beta coefficient of -0.709 and the probability of (0.000<0.05), then partially Perceived Risk (X_1) has significant on Trust (Y_1).

2. Path Coefficient of Perceived Risk on Purchase Intention

Path coefficient on this research is about analysis of Perceived Risk on Trust

According to data at Table 22, partial test result was obtained from the path coefficients of the Perceived Risk on Trust. The hypothesis used are as follow:

H_2: Perceived Risk has a significant influence on Purchase Intention

Table 22 The result of Path Coefficient Testing on Perceived Risk (X1) to Purchase Intention (Y2)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
Perceived Risk	Purchase Intention	-0.259	-2.735	0.007	Significant
R Square (R^2) =0.496 n = 116					

Source : Appendix 4

The calculation result of the influence of Perceived Risk (X_1) on Trust (Y_1) shows the negative significant influence. This can be proved by beta coefficient of

-0.259 and the probability of (0.007<0.05), then partially Perceived Risk (X_1) has significant on Trust (Y_1).

3. Path Coefficient of Trust on Purchase Intention

Path coefficient on this research is about analysis of Trust on Purchase Intention. Based on Table 23, partial test result was obtained from the path coefficients of the Trust on Purchase Intention. The hypothesis used are as follow:

H_3: Trust has a significant influence on Purchase Intention

Table 23 The result of Path Coefficient Testing on Trust (Y1) to Purchase Intention (Y2)

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
Trust	Purchase Intention	0.497	5.249	0.000	Significant
R Square (R^2) =0.496 n = 116					

Source : Appendix

The calculation result of the influence of Trust (Y_1) on Purchase Intention (Y_2) shows the significant influence. This can be proved by beta coefficient of 0.497 and the probability of (0.000<0.05), then partially Trust (Y_1) has significant on Purchase Intention (Y_2).

4. Direct and Indirect Influence Between Variables

In this research direct effect is the direct influence of one variable to other variables without going through intervening variables, while the influence inderect effect is indirect influence of one variable to other variables through intervening variable. While the total influence is the total influence of the independent and intervening variables on the dependent variable

Direct Effect (DE)   = PY_2X_1

$$= -0.259$$

Indirect Effect (IE) $\qquad = PY_1X_1 \times PY_1Y_2$

$$= -0.709 \times 0.497$$
$$= -0.352$$

Total Effect (TE) $\qquad = PY_2X_1 + (PY_1Y_2 \times PY_1Y_2)$

$$= -0.259 + -0.352$$
$$= -0.611$$

Based on the calculation above, the direct effect of Perceived Risk through Trust to Purchase Intention is -0.259. The indirect effect is -0.352, therefore the total effect is -0.611 it means that consumer have a lower perceived risk it would be influence higher trust and trust influence Purchase Intention. It could be concluded these result indirect influence is greater than direct influence then trust (Y_1) could be intervening variable. Based on the indirect effect of the role of the intervening variable that Trust is very important and influence consumer purchase intention.

5. **Path coefficient between variables**
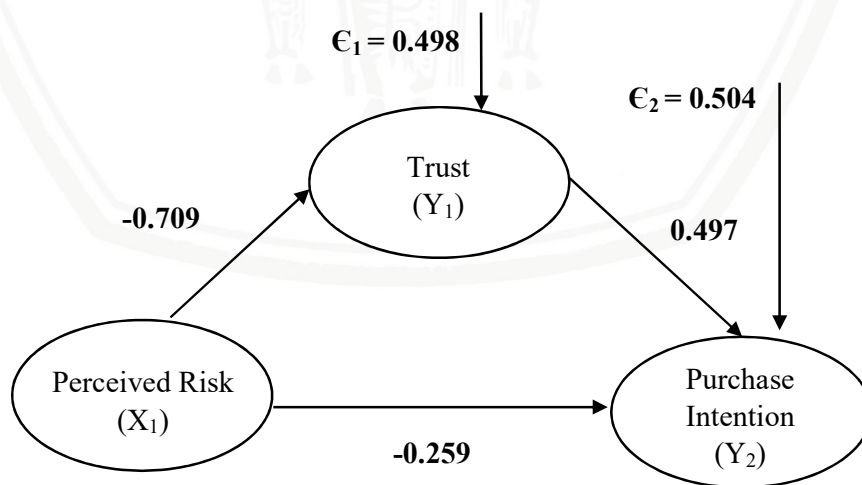
Figure 6 Diagram of Path Analysis Result of Perceived Risk through Trust on Purchase Intention

In the diagram above shows the structural equation, calculated first value ϵ as follows

$$\epsilon_1 = 1 - R^2_1$$

$$= 1 - 0.502 = 0.498$$

$$\epsilon_2 = 1 - R^2_2$$

$$= 1 - 0.496 = 0.504$$

Based on the calculation, this study yields the path coefficient between the variables showed in Figure 6 The coefficient of Perceived Risk on Trust -0.709 (0.000) and to Purchase Intention is -0,259 (0.007). The coefficient of Trust to Purchase Intention is 0.419 (0.000). The result of path analysis diagram in Figure 6 has the following equation:

$$Y_1 = -0.709 \, Y_1$$

$$Y_2 = -0.709 \, X_1 + 0.497 \, Y_1$$

6. Assesment Model

Assessment model hypothesis in this research was measured using the coefficient of determinants (R^2) in the second equation. Calculating of Assessment model hypothesis as follows:

$$
\begin{aligned}
R^2 \text{ model} \quad &= 1- (1-R^2_1)(1-R^2_2) \\
&= 1 - (1-0.502)(1-0.496) \\
&= 1 - (0.498)(0.504) \\
&= 1 - 0.2509 \\
&= 0.7491 \text{ or } 74.91\%
\end{aligned}
$$

The calculation of assessment model hypothesis showed the result about 74.91%. It means the contribution of the structural model to describe the relation of the four model is 74.91%. While the rest of 25.09% explained by other variables excluded in this research model. Based on the result of the data that has been obtained through calculation of the overall path analysis, it can be conclude that the model of path analysis in this research is valid or feasible.

E. Discussion of the Research

In this research there are three hypotheses to be tested: perceived risk has significant influence to trust, perceived risk has significant influence to purchase intention, trust has significant influence to purchase intention. The result of this five hypothesis tests can be seen below:

1. The Influence of Perceived Risk toward Trust

Results obtained from testing, analysis of information, and important variables. Based on the Table 20, the result of the path analysis shown a negative effect in Perceived Risk to Trust. It was indicated by the path coefficient -0.709 and the result show a significant effect with a probability of 0.000 ($p<0.05$). Based on test result, the hypothesis states that Perceived Risk has a significant influence and a negative sign on consumer trust. The negative sign means that lower perceived risk the higher trust.

Perceived Risk itself consist of six indicators and eight teen item statements. The first indicator is Financial Risk ($X_{1.1}$), second indicator is product risk ($X_{1.2}$) , third indicator is time risk ($X_{I.3}$), fourth indicator is delivery risk ($X_{1.4}$), fifth indicator is Social Risk ($X_{1.5}$) and the last indicator is information risk ($X_{1.6}$).

From eight teen items there are three lowest mean value: misplaced destination $(X_{1.4.1})$ with the mean score about 1.04, driver preference policy $(X_{1.2.1})$ with the mean score about 1.63, and other people image about GO-RIDE $(X_{1.5.2})$ with the mean score about 1.97. According to Table 18, Mean variable of perceived risk score about 2.25 its indicate the risk of consumer has perceived is low and its mean perceived risk of consumers has been considered as a fundamental concern of decision making process before consumer choose transportation network company service. From six indicators used in perceived risk variable , product risk reach lowest value with the mean score about 2.03,its mean consumer

The samples in this research are consumer GO-RIDE in Malang City. Based on Table 14, Majority respondent's consider risk before using GO-RIDE with the amount of 83.63%, this result indicates that the respondents consider about risk before respondents use the GO-RIDE service but GO-RIDE succeeds in maintaining consumer perceived risk and acquire consumer trust.

These finding relevance with the previous study conducted by Durmus,*et* al. (2017) who stated that Information Risk, Financial Risk, Product Risk has significant impact on trust. Culnan and Armstrong, (1999) revealed relevance result by decreasing perceived environmental risks or by raising security of web sites, consumers' online trust is increased. In terms of perceived privacy, when reliability and credibility are recognized, consumers may disclose their private information to web sites and subsequently this can also further reduce consumers' concerns of privacy and security and helps to build online trust toward the web sites.

2. **The Influence of Perceived Risk toward Purchase Intention**

According to Table 14 shows that (83.63%) respondents consider about risk factors that exist when using GO-RIDE service and others respondents (16.37%) unconsider about rsik factors when using GO-RIDE Table 21, shown the result of the path analysis shown a negative effect in Perceived Risk to Purchase Intention. It was indicated by the path coefficient -0.259 and the result show a significant effect with a probability of 0.007 ($p<0.05$). Based on test result, the hypothesis states that Perceived Risk has a significant influence and a negative sign on consumer purchase intention. This can also be simply interpreted as a departing relationshipback between these two variables, where the higher the consumer perceived risk, consumer purchase intention will decrease.But on the contrary, the lower the perceived risk , the higher the purchase intention. Based on the results of calculations on direct and indirect effects, it can be seen that the direct effect of perceived risk on purchase intention is greater than the indirect effect of purchase intention to Purchase through Trust. This shows that in this study, the role of Trust is very important in influencing the decision whether the consumer will make a purchase.

These finding relevance with the previous study conducted by Durmus (2017) who stated that Perceived Risk has significant impact on Purchase Intention. Study conducted by Bhukya and Signh (2015) also revelead that perceived risk have the direct negative and significant effect on consumer intention to purchase retailers private labels.

3. The Influence of Trust toward Purchase Intention

According to Table 15 shows that (98.27%) respondents trust in GO- RIDE service and others respondents (16.37%) do not trust to GO- RIDE service, its shown most of GO-RIDE Consumer have confidence in GO-RIDE services. Based on the results of questionnaire distribution, respondent,all of respondent (100%) have positive Pretension to repurchase GO-RIDE service in the future,its shown GO-RIDE consumer have a huge Trust to GO-RIDE.

Based on the Table 22, the result of the path analysis shown a positive effect in trust to purchase intention. It was indicated by the path coefficient 0.497 and the result show a significant effect with a probability of 0.000 (p<0.05). Based on test result, the hypothesis states that trust has a significant influence and a positive sign on purchase intention. The positive sign means that higher trust the higher purchase intention. According to Tabel 13 shown respondent impression of GO-RIDE service, (12.90%) Very satisfied, (75.90%) Satisfied, (11.20%) and no one answered Disappointed and Very Disappointed. Its indicate that GO-RIDE service is provide excellent Service. Consumer loyalty and buying desire formed from satisfaction that makes consumers believe GO-RIDE service

These finding relevance with the previous study conducted by Kim *et al*. (2008) who stated Consumer trust will positive influence purchase intention disposition to trust, reputation, privacy concerns, security concerns, the information quality of the Website, and the company's reputation, have strong effects on Internet consumers' trust in the Website Study conducted by Durmus *et al*. (2014) also revealed trust stimulates external factors and then influence the consumer's purchase intention.

CHAPTER V
CONCLUSION AND RECOMENDATION

A. Conclusion

This research was conducted to find and analyze the influence of Perceived Risk toward Trust and The Impact to Purcahse Intention on GO-RIDE consumer in Malang City. Based on the results of the research by using path analysis (path analysis), then obtained the following conclusions:

1. Perceived Risk has a negative significant influence on trust, which means that the Perceived Risk obtained has suggestion to consumers so that will create trust consumer motorcycle taxi service users.

2. Perceived Risk has negative significant effect on Purchase Intention. This can be interpreted, when the consumer get negative suggestion from perceived risk, will discourage consumers purchase intention.

3. Trust has positive significant effect on Purchase Intention. This happens after customers doesn't have significant perceived risk about GO-RIDE service, so they will tend to purchase GO-RIDE service.

B. Recommendation

Based on the conclusions in this study, here are some suggestions that can be taken into consideration or suggestion for the company and further research :

1. Practical Recommendation

   a. According to the Table 6, there are differences in respondents' domicile indicating that indicates GO-RIDE consumer in Malang not only local citizen but also traveller around Indonesia . Many factors caused this result could be from population amount, economic condition, education levels,. The company is recommended to do a market research about differences market condition in every province in Indonesia and do a market penetration with another communication approach that more fit for particular area.

   b. Based on Table respondent's ages shows that highest respondents aged between for GO-RIDE 22-25 years old. That's indicate consumer in a productive aged need a easily accessible transportation to support their mobility. With this result the company recommended to strengthen their approach for a Millenials below 22 years old and above 25 years old by creative campaign.

   c. Based on table 18 shows that highest perceived risk indicator of price. With this result the company recommended to strengthen their promotion and decrease price rate.

2. Academical Recommendation

   a. Further research is recommended to increase research sample and research location its around Indonesia for making the research result more representative.

b.   Further research is recommended to enhance Consumer Satisfaction as one more variable could be better for the research result, because in considering the perceived risk and trust a service is related to the company brand image.

c.   Further research is recommended to enhance gojek drivers as company partners to provide a holistic perspective of variables.
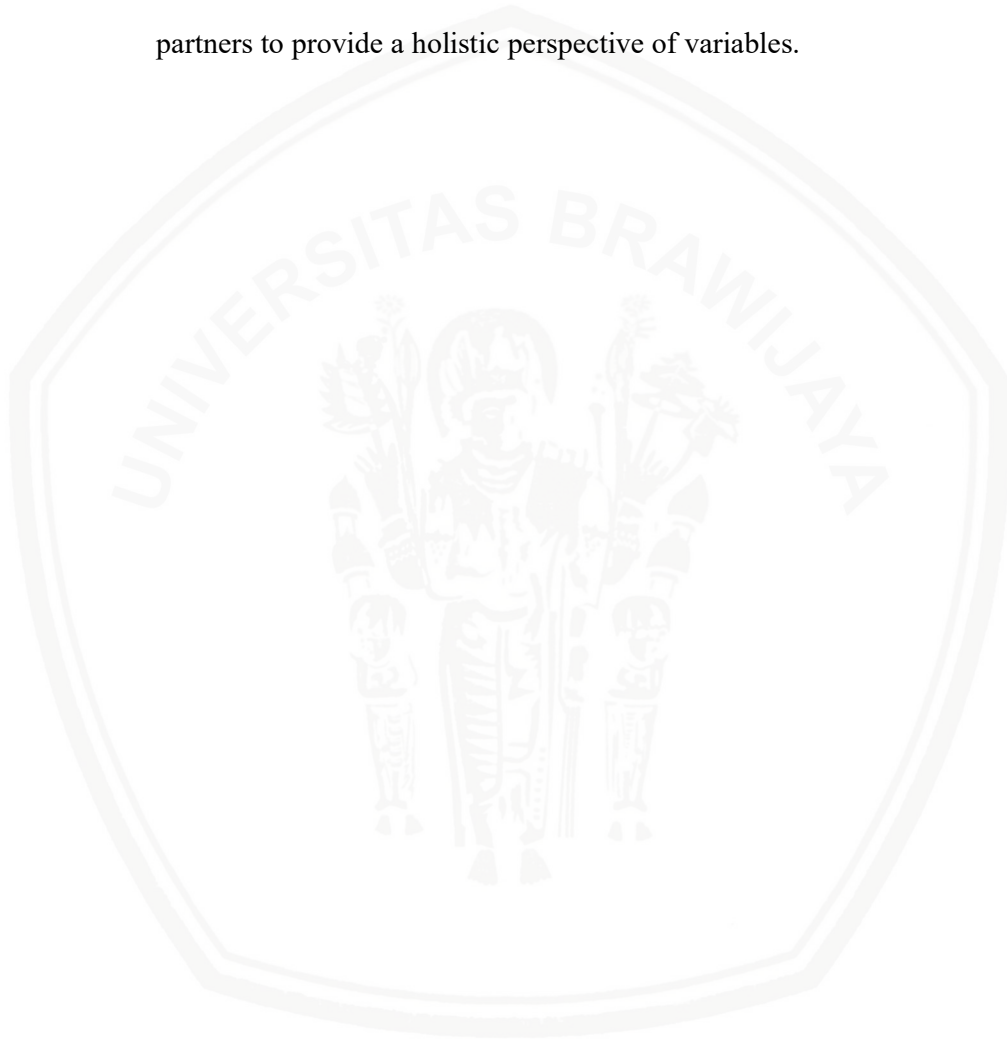
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APPENDIX

Appendix 1 Calculation of the sample

1. First Iteration

$$U^1\rho = \frac{1}{2}\ln\left(\frac{1+\rho}{1-\rho}\right)$$

$$U^1\rho = \frac{1}{2}\ln\left(\frac{1+0.3}{1-0.3}\right) = 0.30952$$

$$n = \frac{(1.645+1645)^2}{(0.30952)^2} + 3 = 115.9836 \text{ (rounded up to 116)}$$

2. Second Iteration

$$U^2\rho = \frac{1}{2}\ln\left(\frac{1+\rho}{1-\rho}\right) + \frac{\rho}{2(n-1)}$$

$$U^2\rho = \frac{1}{2}\ln\left(\frac{1+0.3}{1-0.3}\right) + \frac{0.3}{2(116-1)} = 0.30987$$

$$n = \frac{(1.645+1645)^2}{(0.30952)^2} + 3 = 115.9836 \text{ (rounded up to 116)}$$

3. Third Iteration

$$U^3\rho = \frac{1}{2}\ln\left(\frac{1+0.3}{1-0.3}\right) + \frac{0.3}{2(116-1)} = 0.30987$$

$$n = \frac{(1.645+1645)^2}{(0.30952)^2} + 3 = 115.9836 \text{ (rounded up to 116)}$$

Appendix 2 Research Questionnaire

<div align="center">

KUISIONER PENELITIAN

</div>

Dengan Hormat,

Perkenalkan nama saya Dimotius Yoga Caesar Wanda, mahasiswa S1 Jurusan Ilmu Administrasi Bisnis Fakultas Ilmu Administrasi Universitar Brawijaya. Saat ini saya sedang melakukan penelitian untuk tugas akhir (skripsi) dengan judul **"THE INFLUENCE OF PERCEIVED RISK TOWARD TRUST AND ITS IMPACT ON PURCHASE INTENTION (Case Study on GO-RIDE Customer in Malang City)"**

Penelitian ini merupakan salah satu syarat kelulusan di jenjang S1. Berkaitan dengan hal tersebut, saya mohon kesediaan Saudara/i untuk meluangkan waktu melengkapi kuesioner ini sehingga dapat membantu melengkapi data yang saya perlukan. Oleh karena itu saya sangat mengharapkan bantuan serta partisipasi saudara/i untuk memberikan jawaban yang sebenar-benarnya. Kuisioner ini ditujukan untuk responden dengan kriteria sebagai berikut:

1. Berumur lebih dari 18 tahun
2. Memiliki aplikasi GO-JEK dan pernah menggunakan layanan GO-RIDE lebih dari 2 kali di Kota Malang

 Saya akan menjamin kerahasiaan data yang sudah saudara/i berikan, karena jawaban tersebut hanya akan digunakan sebagai bahan penelitian dan tidak untuk dipublikasikan.

Atas segala bantuan Saudara/i dalam mengisi kuisioner ini, saya ucapkan banyak terima kasih.

<div align="right">

Malang 16 April 2018

Peneliti

</div>

<div align="right">

Dimotius Yoga Caesar Wanda

</div>

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Survey Persepsi Resiko dan Kepercayaan Konsumen GO-RIDE

Bermula di tahun 2010 sebagai perusahaan transportasi roda dua melalui panggilan telepon, GO-JEK kini telah tumbuh menjadi on-demand mobile platform dan aplikasi terdepan yang menyediakan berbagai layanan lengkap mulai dari transportasi, logistik, pembayaran, layan-antar makanan, dan berbagai layanan on-demand lainnnya.
GO-JEK merupakan aplikasi buatan PT Aplikasi Karya Anak Bangsa yang menyediakan layanan taxi motor dengan nama layanan GO-RIDE,maupun layanan lain seperti GO-CAR,GO-CLEAN, dll.

Saya mohon waktu dan kesediaan anda untuk mengisi kuisioner yang saya bagikan .
Tujuan dari survey ini untuk kepentingan akademis dan data yang anda berikan terjamin kerahasiaannya.
Oleh karena itu saya sangat mengharapkan bantuan anda untuk memberikan jawaban yang sebenarnya

Kuisoner ini ditunjukan bagi anda yang memenuhi syarat sebagai berikut :
1. Berusia minimal 18 tahun
2. Pernah menggunakan layanan Go-Ride diKota Malang minimal 2 kali dalam 3 Bulan terakhir

* BAGI 4 RESPONDEN YANG BERUNTUNG AKAN MENDAPATKAN REWARD TOP UP GO-PAY SEBESAR @ RP 50.000 ATAU
   SWIMMING POOL VOUCHER Ubud Hotel & Cottages Malang.
   DIMOHON RESPONDEN MENGISI DATA DAN NOMER TELEPON DENGAN BENAR UNTUK KEPENTINGAN PENYERAHAN
   REWARD

Atas waktu dan kontribusi yang telah anda berikan saya ucapkan terimakasih sebesar-besarnya.
-Dimotius Yoga Caesar Wanda-

* Wajib

GO-RIDE merupakan bagian dari GO-JEK yang menyediakan layanan taxi motor

Data Diri Responden

1. **Nama ID (dalam aplikasi GO-JEK)** *

2. **Nomor Handphone**

3. **Jenis Kelamin** *

Tandai satu oval saja.

   ⬭ Pria

   ⬭ Wanita

4. **Usia** *

_____

5. **Sistem Operasi Gadget yang digunakan** *

Tandai satu oval saja.

   ⬭ IOS (Apple Product)

   ⬭ Android (Samsung,Xiaomi,Oppo,dll)

6. **Pekerjaan** *

Tandai satu oval saja.

   ⬭ Pegawai Swasta

   ⬭ Pegawai Negeri Sipil

   ⬭ TNI/POLRI

   ⬭ Wiraswasta

   ⬭ Mahasiswa/Pelajar

   ⬭ Ibu Rumah Tangga

7. **Pendapatan perbulan** *

_____

8. **Domisili/Tempat Tinggal (Sebutkan Nama Kota)**
   *

_____

9. **Apakah Anda pernah menggunakan layanan GO-RIDE di Kota Malang?** *

Tandai satu oval saja.

   ⬭ Ya

   ⬭ Tidak

10. **Seberapa Sering Anda menggunakan GO-RIDE dalam 3 bulan terakhir di Kota Malang?** *

_____

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11. **Dalam menggunakan layanan GO-RIDE faktor apa yang paling mempengaruhi anda?** *
Tandai satu oval saja.

○ Waktu

○ Biaya

○ Kemudahan

○ Kenyamanan

12. **Bagaimana kesan anda terhadap kualitas layanan GO-RIDE secara keseluruhan?** *
Tandai satu oval saja.

○ Sangat Puas

○ Puas

○ Netral/Biasa Saja

○ Kecewa

○ Sangat Kecewa

13. **Apakah Anda mempertimbangkan faktor resiko ketika menggunakan GO-RIDE?** *
Tandai satu oval saja.

○ Ya

○ Tidak

14. **Apakah Anda percaya terhadap layanan GO-RIDE?** *
Tandai satu oval saja.

○ Ya

○ Tidak

15. **Apakah Anda berniat menggunakan layanan GO-RIDE lagi di waktu yang akan datang?** *
Tandai satu oval saja.

○ Ya

○ Tidak

16. **Apakah Anda menggunakan layanan lain dari GO-JEK selain GO-RIDE**
Tandai satu oval saja.

○ Ya

○ Tidak

17. **Jika pada poin pertanyaan diatas Anda menjawab Ya, pilih layanan yang paling sering Anda gunakan**

Tandai satu oval saja.

○ GO-CAR

○ GO-FOOD

○ GO-PULSA

○ G0-CLEAN

○ GO-MASSAGE

○ GO-AUTO

○ Yang lain: _____

Persepsi Resiko yang Anda rasakan terhadap layanan GO-RIDE (PERCEIVED RISK)

Pengisisan kuisoner ini berdasarkan pengalaman pribadi anda dalam menggunakan GO-RIDE yaitu layanan taxi motor dari GO-JEK

Jawablah setiap pertanyaan sesuai dengan skala yang telah tersedia
1 : Sangat Tidak setuju
2 : Tidak setuju
3 : Ragu-ragu
4 : Setuju
5 : Sangat setuju

Resiko Keuangan

18. **Saya merasa membayar melebihi tarif pada ketika menggunakan GO-RIDE? (driver meminta tambahan uang)** *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat TIdak Setuju	○	○	○	○	○	Sangat Setuju

19. **Saya merasa pembayaran online GO-RIDE (GO-PAY) tidak aman?** *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

20. **Saya merasa tarif layanan GO-RIDE terlalu mahal** *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Resiko Produk/Jasa

21. **Saya merasa tidak nyaman karena tidak bisa memilih sendiri Driver dalam layanan GO-RIDE** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

22. **Saya merasa GO-RIDE tidak memiliki garansi pelayanan** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

23. **Saya merasa pelayanan GO-RIDE dibawah standar yang seharusnya** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Resiko Waktu

24. **Saya terlalu lama menunggu untuk mendapatkan driver GO-RIDE dalam aplikasi** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

25. **Saya terlalu lama menunggu driver GO-RIDE tiba di lokasi penjemputan saya** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

26. **Saya merasa tidak dapat menentukan lama perjalanan saya saat menggunakan GO-RIDE** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Resiko Pengantaran

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27. **Saya cemas terhadap kemungkinan terjadi kecelakaan saat menggunakan layanan GO-RIDE** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

28. **Saya cemas driver GO-RIDE salah alamat dalam mengantarkan saya** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

29. **Saya merasa tidak aman dengan cara driver GO-RIDE membawa kendaraan** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Resiko Sosial

30. **Saya merasa tidak nyaman dengan sikap penolakan keluarga saya, ketika saya menggunakan GO-RIDE** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

31. **Saya merasa tidak nyaman dengan pandangan orang disekitar saya, ketika saya menggunakan layanan GO-RIDE** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

32. **Saya merasa layanan GO-RIDE masih belum dapat diterima bagi sebagian orang** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Resiko Informasi

33. **Saya merasa data pribadi saya, dalam menggunakan layanan GO-RIDE tidak aman** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

34. **Saya merasa tidak aman terhadap kontak yang tidak saya kehendaki pasca menggunakan layanan GO-RIDE** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

35. **Saya merasa GO-RIDE tidak menyediakan kemanan data pribadi pelanggan yang memadai** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Kepercayaan Anda Terhadap layanan GO-RIDE (Trust)

Pengisisan kuisoner ini berdasarkan pengalaman pribadi anda dalam menggunakan GO-RIDE yaitu layanan taxi motor dari GO-JEK

Jawablah setiap pertanyaan sesuai dengan skala yang telah tersedia
1 : Sangat Tidak setuju
2 : Tidak setuju
3 : Ragu-ragu
4 : Setuju
5 : Sangat setuju

Kemampuan

36. **Saya percaya GO-RIDE memiliki kemampuan dalam menangani trasnportasi daring (ojek online)** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

37. **Saya percaya GO-RIDE memiliki pengalaman dalam menyediakan trasnportasi daring (ojek online)** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

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38. **Saya percaya layanan GO-RIDE dapat dipercaya dibandingkan dengan layanan sejenis (Grab,Uber,dll)** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Niat Baik

39. **Saya percaya GO-RIDE memiliki niat baik dalam bertranksaksi dengan saya**
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

40. **Saya percaya GO-RIDE memiliki niat baik dalam menyediakan layanan yang sesuai dengan apa saya bayar**
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

41. **Saya percaya GO-JEK selalu berusaha untuk memberikan bantuan atas permasalahan yang saya alami ketika menggunakan GO-RIDE**
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Integritas

42. **Saya percaya GO-RIDE akan memenuhi janji pelayanan yang ada**
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

43. **Saya percaya GO-RIDE akan berusaha menjaga komitmen pelayanan yang diberikan kepada pelanggan**
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

44. **Saya percaya GO-RIDE berusaha untuk konsisten dalam memberikan layanan yang setimpal dengan apa yang saya bayar**
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

45. **Saya percaya GO-RIDE lebih memiliki integritas dibandingan dengan perusahaan sejenis**
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Minat untuk Membeli/mempergunakan layanan GO-RIDE (Purchase Intention)

Pengisisan kuisoner ini berdasarkan pengalaman pribadi anda dalam menggunakan GO-RIDE yaitu layanan taxi motor dari GO-JEK

Jawablah setiap pertanyaan sesuai dengan skala yang telah tersedia
1 : Sangat Tidak setuju
2 : Tidak setuju
3 : Ragu-ragu
4 : Setuju
5 : Sangat setuju

Keinginan untuk Membeli/mempergunakan

46. **Saya memiliki keinginan untuk mecari tau mengenai layanan GO-RIDE secara lebih jauh (mengecek tarif,promo, dll)** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

47. **Saya menemukan layanan GO-RIDE sesuai dengan kebutuhan saya** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

48. **Saya memiliki keinginan untuk mempergunakan layanan GO-RIDE** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Keinginan untuk mempergunakan kembali dalam beberapa waktu

49. **Saya memiliki keinginan untuk mempergunakan kembali GO-RIDE setelah penggunaan sebelumnnya** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

50. **Saya memiliki keinginan untuk mempergunakan GO-RIDE kembali pada waktu yang akan datang** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

51. **Saya memiliki keinginan untuk mempergunakan GO-RIDE secara berkelanjutan** *
Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	◯	◯	◯	◯	◯	Sangat Setuju

Diberdayakan oleh

Google Forms

Appendix 3 Tabulation of Respondent Data

No	Nama ID	Jenis Kelamin	Usia	Nomer Handphone	Sistem Operasi Smartphone	Pekerjaan	Pendapatan perbulan	Domisili
1	Ovan	Pria	22	082245184901	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
2	Satria	Pria	22	08113632229	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
3	sidni ilmaya	Wanita	23	081364979575	Android	Mahasiswa/Pelajar	Rp 2.500.000	sidoarjo
4	Delly Caesarro	Pria	23	082242002208	Android	Wiraswasta	Rp 2.000.000	Malang
5	hardi	Pria	22	081293935322	IOS	Pegawai Swasta	Rp 2.000.000	jakarta
6	Syeril Maria	Wanita	21	082141657218	Android	Mahasiswa/Pelajar	Rp 2.000.000	Mojokerto
7	Zairul	Pria	44	08123325758	Android	Pegawai Negeri Sipil	Rp 8.000.000	Malang
8	Cindy	Wanita	21	085704031331	IOS	Mahasiswa/Pelajar	Rp 3.000.000	Malang
9	Laksamana ali	Pria	21	082157133395	IOS	Mahasiswa/Pelajar	Rp. 2.000.000	Malang
10	Salsha Zuhriyah	Wanita	22	082240640977	Android	Mahasiswa/Pelajar	Rp 1.700.000	Malang
11	Amalia Rizki	Wanita	22	081219539550	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
12	Octa	Wanita	21	081905142664	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
13	Tiwi	Wanita	22	081519626236	Android	Mahasiswa/Pelajar	Rp 1.600.000	Malang
14	VENDI ARIANTO	Pria	23	081330737784	IOS	Mahasiswa/Pelajar	Rp 1.800.000	Malang
15	Aya Shopia	Wanita	21	085719676299	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
16	Debby	Wanita	22	087859890921	IOS	Mahasiswa/Pelajar	Rp 1.800.000	Bogor
17	Ade Surya	Pria	23	085748397461	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
18	Novta Rizky	Wanita	21	085645322888	Android	Mahasiswa/Pelajar	Rp 1.850.000	Mojokerto
19	Tigo S.H.	Pria	21	081357895888	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Sidoarjo
21	Riskha	Wanita	22	081249006603	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
22	Fairico Putra R	Pria	22	085785890096	Android	Mahasiswa/Pelajar	Rp 1.600.000	Malang
23	Bima	Pria	23	082234966234	IOS	Pegawai Swasta	Rp 1.800.000	Surabaya
24	Wening	Wanita	22	081234073228	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang

Continue from Appendix 3

No	Nama ID	Jenis Kelamin	Usia	Nomer Handphone	Sistem Operasi Smartphone	Pekerjaan	Pendapatan perbulan	Domisili
25	Hary Stiawan	Pria	22	082188506895	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
26	M. Sandy	Pria	19	081913234484	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
27	Navaldy Dwiki	Pria	24	081317534781	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
28	Beryl Yerikho	Pria	22	081252415144	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
29	Sarah	Wanita	22	085642490690	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
30	Tyas Rizky	Wanita	23	082231003695	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Banyuwangi
30	Jessy	Wanita	21	081333285908	Android	Mahasiswa/Pelajar	Rp 2.000.000	malang
31	Tanti	Wanita	22	082231290064	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
32	Dyah	Wanita	35	085649054430	Android	Pegawai Swasta	Rp 3.000.000	Malang
33	Ekawati Yuliana	Wanita	25	081311075774	Android	Mahasiswa/Pelajar	Rp. 2.000.000	Malang
34	amanda	Wanita	22	082213148562	Android	Mahasiswa/Pelajar	Rp 1.700.000	malang
35	Andri	Pria	23	085751238590	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
36	Mega	Wanita	23	087701492150	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
37	Theresia Vania	Wanita	22	082122607820	IOS	Mahasiswa/Pelajar	Rp 1.600.000	Malang
38	Natasya	Wanita	21	081230055892	Android	Mahasiswa/Pelajar	Rp 1.800.000	Jakarta
39	Stevanie Asdelina	Wanita	20	081289993839	IOS	Mahasiswa/Pelajar	Rp 2.000.000	malang
40	Aldi	Pria	18	085813049964	IOS	Mahasiswa/Pelajar	Rp 1.800.000	Malang
41	Eldika	Wanita	22	081269914480	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
42	Adellia Sallwa	Wanita	21	082139222236	Android	Mahasiswa/Pelajar	Rp 1.850.000	Malang
43	Catalina intan	Wanita	24	082245029265	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
44	Prilla Ratu	Wanita	20	081358345345	IOS	Pegawai Swasta	Rp 2.000.000	Malang
45	Virda Amalia	Wanita	20	085852674906	Android	Mahasiswa/Pelajar	Rp 1.600.000	Malang
46	Agus dwi	Pria	29	089292841118	Android	Pegawai Swasta	Rp 2.000.000	Malang
47	Hary Stiawan	Pria	22	082188506895	Android	Mahasiswa/Pelajar	<Rp 2.000.000	Malang

Continue from Appendix 3

No	Nama ID	Jenis Kelamin	Usia	Nomer Handphone	Sistem Operasi Smartphone	Pekerjaan	Pendapatan perbulan	Domisili
48	Amanda dwi	Wanita	18	081235822705	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
49	Andiagara Putra	Pria	21	081946350347	Android	Mahasiswa/Pelajar	Rp 2.000.000	Madiun
50	Donny A	Pria	24	081233757256	IOS	Mahasiswa/Pelajar	Rp 3.000.000	Malang
51	Kristolove	Pria	21	08121439678	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
52	Ersa Lia	Wanita	21	087777930615	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Jakarta
53	Shinta	Wanita	22	082231975381	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
54	Nahla	Wanita	18	081219571454	IOS	Mahasiswa/Pelajar	Rp 2.000.000	tangsel
55	Dyah Laras	Wanita	27	085646500476	Android	Pegawai Swasta	Rp 2.000.000	Malang
56	Fafa faisal	Wanita	27	08135599 6720	Android	Pegawai Swasta	Rp 4.000.000	Malang
57	Elvionita Ra	Wanita	19	081916401905	Android	Mahasiswa/Pelajar	Rp 2.000.000	Bogor
58	Kandi Kirana	Wanita	20	081310782999	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
59	Brian Patra	Pria	18	081218114497	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
60	Elly saskia	Wanita	20	085695596388	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
61	Titi Suwandi	Wanita	18	082157528882	IOS	Mahasiswa/Pelajar	Rp 3.000.000	Malang
62	Putri Sandi	Wanita	20	081357993537	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Kota Malang
63	Reghia Ghina	Wanita	20	081220304026	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
64	Dimitra Giza	Pria	20	081250770765	Android	Mahasiswa/Pelajar	Rp 2.000.000	Pontianak
65	Samuel klein	Pria	20	085656466887	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
66	William Michael	Pria	20	085246704850	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
67	Bianda Bellachita	Wanita	21	081294559816	IOS	Mahasiswa/Pelajar	Rp5.000.000 -	Malang
68	Yacinta sri	Wanita	40	082231080106	Android	Pegawai Swasta	Rp 4.000.000	Malang

Continue from Appendix 3

No	Nama ID	Jenis Kelamin	Usia	Nomer Handphone	Sistem Operasi Smartphone	Pekerjaan	Pendapatan perbulan	Domisili
70	Andre tori	Pria	22	082360203205	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
71	Agrinita	Wanita	19	081249737003	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
72	Enggal Putranto	Pria	24	082131960462	Android	Pegawai Swasta	Rp 2.000.000	Malang
73	fany novalita	Wanita	22	081319304238	Android	Mahasiswa/Pelajar	Rp 2.000.000	malang
74	Aan Suryana	Pria	22	085229295600	Android	Mahasiswa/Pelajar	Rp 2.000.000	MALANG
75	anindita putri	Wanita	23	082149593442	IOS	Mahasiswa/Pelajar	Rp 2.000.000	malang
76	Wirawan Adh	Pria	21	08785915530	Android	PPNPN	Rp 3.000.000	Jakarta
77	Rina	Wanita	22	085230545222	Android	Pegawai Swasta	Rp. 2.000.000	Malang
78	Fitria avicenna	Wanita	35	085646513479	Android	Pegawai Swasta	Rp 1.700.000	Malang
79	Anggista	Wanita	25	085748172325	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
80	Andromeda L	Pria	22	081259607400	Android	Pegawai Swasta	Rp 2.000.000	Bandung
81	Jimmy S	Pria	23	081332204887	Android	Pegawai Swasta	Rp 1.600.000	Malang
82	Nugraha Perdana	Pria	23	0878594-1534	Android	Mahasiswa/Pelajar	Rp 1.800.000	Malang
83	Justine Viddy	Wanita	22	08123326-999	IOS	Pegawai Swasta	Rp 2.000.000	Malang
84	Vina Aprilia	Wanita	21	08135838372	IOS	Mahasiswa/Pelajar	Rp 1.800.000	Malang
85	Dania Melinda	Wanita	20	0857494161	Android	Pegawai Swasta	Rp 2.000.000	Malang
86	M Bramantyo	Pria	18	89650738073	IOS	Mahasiswa/Pelajar	Rp 1.850.000	Malang
87	Danang R	Pria	22	85716350796	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
88	Rachma Anisa	Wanita	21	8.22345E+11	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
89	Khartika Harlinda	Wanita	24	8993399948	Android	Pegawai Swasta	Rp 1.600.000	Malang
90	Roy Pardamean	Pria	20	81280023353	Android	Pegawai Swasta	Rp 2.000.000	Malang
91	Yesaya	Pria	20	85748393912	Android	Pegawai Swasta	Rp 4.000.000	Malang
92	Kurniawan S	Pria	29	81529383021	Android	Pegawai Swasta	Rp 3.000.000	Malang

Continue from Appendix 3

No	Nama ID	Jenis Kelamin	Usia	Nomer HP	Sistem Operasi	Pekerjaan	Pendapatan perbulan	Domisili
93	Meirina Fitria	Wanita	22	082240545253	Android	Pegawai Swasta	Rp 2.000.000	Malang
94	Fitria Fatma	Wanita	26	08984386373	Android	Pegawai Swasta	Rp 2.000.000	Malang
95	Siti aminah	Wanita	28	08134054040	Android	PNS	Rp 2.000.000	Malang
96	Suci Widoywati	Wanita	24	081395947237	Android	Pegawai Swasta	Rp 2.000.000	Jakarta
97	Kurniawati	Wanita	22	081315451450	Android	PNS	Rp 3.000.000	Jakarta
98	Debora Julia	Wanita	23	085697982648	Android	Pegawai Swasta	Rp. 2.000.000	Malang
99	Maria Intan	Wanita	23	081365858585	IOS	Pegawai Swasta	Rp 1.700.000	Malang
100	Silvi Quinshi	Wanita	22	085683473831	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
101	Ici Freshtesia P B	Wanita	21	085360633399	Android	Mahasiswa/Pelajar	Rp 2.000.000	Malang
102	Zelya warokka	Wanita	20	081330319595	IOS	Mahasiswa/Pelajar	Rp 1.600.000	Surabaya
103	Dea Kusuma	Wanita	18	082143432046	Android	Mahasiswa/Pelajar	Rp 1.800.000	Malang
104	Siska Pratiwi	Wanita	22	081592837343	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Malang
105	Septian Kurnia	Pria	21	08787278109	IOS	Mahasiswa/Pelajar	Rp 1.800.000	Malang
106	Hasan Bahtiar	Pria	28	081375839321	Android	PNS	Rp 2.000.000	Malang
107	Januar Andi	Pria	20	0821335533	Android	Mahasiswa/Pelajar	Rp 1.850.000	Malang
108	Oktasega	Pria	20	082232269097	IOS	Mahasiswa/Pelajar	Rp 2.000.000	Jakarta
109	Finanda	Wanita	29	085693027204	Android	Pegawai Swasta	Rp 2.200.000	Jakarta
110	Aisyah	Wanita	22	081235150091	Android	Mahasiswa/Pelajar	Rp 2.000.000	malang
111	akhfia k	Wanita	23	087875001927	IOS	Mahasiswa/Pelajar	Rp 4.000.000	Malang
112	lita agustia	Wanita	23	081315909097	Android	Mahasiswa/Pelajar	Rp 4.000.000	malang
113	Surya P	Pria	22	085698725466	Android	Pegawai Swasta	Rp 8.000.000	Malang
114	Yurizka Anindita	Wanita	21	081389044758	Android	Pegawai Swasta	Rp 5.500.0000	malang
115	Lutfi Fajri	Pria	20	081358729273	IOS	TNI/POLRI	Rp 4.000.000	Malang
116	Dinda Renata	Wanita	18	085704836585	IOS	Pegawai Swasta	Rp 6.000.000	Malang

Continue from Appendix 3

No	Pernah menggunakan layanan GO-RIDE di Kota Malang	Intensitas menggunakan layanan GO-RIDE dalam kurun waktu 3 bulan terakhir?	Faktor apa yang paling mempengaruhi anda?	Bagaimana kesan anda terhadap pelayanan GO-RIDE?	Apakah Anda mempercayai layanan GO-RIDE?	Apakah Anda mempergunakan layanan lain dari GO-JEK selain GO-RIDE?	Jika menjawab Ya pada pertanyaan di atas, sebutkan layanan yang paling sering anda gunakan?
1	Ya	22 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
2	Ya	7 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
3	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
4	Ya	6 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
5	Ya	3 perjalanan	Biaya	Netral	Ya	Ya	GO-FOOD
6	Ya	11 perjalanan	Kemudahan	Netral	Ya	Ya	GO-FOOD
7	Ya	2 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
8	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
9	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
10	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
11	Ya	51 perjalanan	Kemudahan	Sangat Memuaskan	Ya	Ya	GO-FOOD
12	Ya	48 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
13	Ya	4 perjalanan	Kemudahan	Netral	Ya	Ya	GO-FOOD
14	Ya	5 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
15	Ya	3 perjalanan	Waktu	Sangat Memuaskan	Ya	Ya	GO-CLEAN
16	Ya	4 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
17	Ya	2 perjalanan	Kenyamananan	Memuaskan	Ya	Ya	GO-FOOD

Continue from Appendix 3

No	Pernah menggunakan layanan GO-RIDE di Kota Malang	Intensitas menggunakan layanan GO-RIDE dalam kurun waktu 3 bulan terakhir?	faktor apa yang paling mempengaruhi anda?	Bagaimana kesan anda terhadap pelayanan GO-RIDE ?	Apakah Anda mempercayai layanan GO-RIDE?	Apakah Anda mempergunakan layanan lain dari GO-JEK selain GO-RIDE?	Jika menjawab Ya pada pertanyaan di atas, sebutkan layanan yang paling sering anda gunakan?
18	Ya	13 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
19	Ya	1 perjalanan	Kemudahan	Sangat Memuaskan	Ya	Ya	GO-FOOD
20	Ya	3 perjalanan	Kenyamananan	Memuaskan	Ya	Ya	GO-FOOD
21	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
22	Ya	16 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
23	Ya	2 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
24	Ya	4 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
25	Ya	3 perjalanan	Kemudahan	Netral	Ya	Ya	GO-FOOD
26	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
27	Ya	5 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
28	Ya	6 perjalanan	Waktu	Netral	Ya	Ya	GO-FOOD
29	Ya	8 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-AUTO
30	Ya	32 perjalanan	Kemudahan	Netral	Ya	Ya	GO-FOOD
31	Ya	3 perjalanan	Kemudahan	Netral	Ya	Ya	GO-PULSA
32	Ya	16 perjalanan	Waktu	Netral	Ya	Ya	GO-FOOD
33	Ya	5 perjalanan	Kenyamananan	Sangat Memuaskan	Ya	Ya	GO-FOOD
34	Ya	3 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD

Continue from Appendix 3

No	Pernah menggunakan layanan GO-RIDE di Kota Malang	Intensitas menggunakan layanan GO-RIDE dalam kurun waktu 3 bulan terakhir?	faktor apa yang paling mempengaruhi anda?	Bagaimana kesan anda terhadap pelayanan GO-RIDE ?	Apakah Anda mempercayai layanan GO-RIDE?	Apakah Anda mempergunakan layanan lain dari GO-JEK selain GO-RIDE?	Jika menjawab Ya pada pertanyaan di atas, sebutkan layanan yang paling sering anda gunakan?
35	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOO
36	Ya	3 perjalanan	Kemudahan	Netral	Ya	Ya	GO-CAR
37	Ya	5 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
38	Ya	2 perjalanan	Kemudahan	Netral	Ya	Ya	GO-FOOD
39	Ya	11 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
40	Ya	3 perjalanan	Kemudahan	Netral	Ya	Ya	GO-FOOD
41	Ya	2 perjalanan	Kemudahan	Netral	Ya	Ya	GO-FOOD
42	Ya	25 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
43	Ya	4 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
44	Ya	5 perjalanan	Kenyamananan	Memuaskan	Ya	Ya	GO-CAR
45	Ya	32 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-CAR
46	Ya	17 perjalanan	Kemudahan	Netral	Ya	Tidak	-
47	Ya	8 perjalanan	Biaya	Sangat Memuaskan	Ya	Ya	GO-FOOD
48	Ya	20 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
49	Ya	26 perjalanan	Biaya	Sangat Memuaskan	Ya	Ya	GO-FOOD

Continue from Appendix 3

No	Pernah menggunakan layanan GO-RIDE di Kota Malang	Intensitas menggunakan layanan GO-RIDE dalam kurun waktu 3 bulan terakhir?	faktor apa yang paling mempengaruhi anda?	Bagaimana kesan anda terhadap pelayanan GO-RIDE ?	Apakah Anda mempercayai layanan GO-RIDE?	Apakah Anda mempergunakan layanan lain dari GO-JEK selain GO-RIDE?	Jika menjawab Ya pada pertanyaan di atas, sebutkan layanan yang paling sering anda gunakan?
50	Ya	27 perjalanan	Waktu	Sangat Memuaskan	Ya	Ya	GO-FOOD
51	Ya	23 perjalanan	Kemudahan	Sangat Memuaskan	Ya	Ya	GO-FOOD
52	Ya	4 perjalanan	Kemudahan	Sangat Memuaskan	Ya	Ya	GO-PAY
53	Ya	18 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-GLAM
54	Ya	4 perjalanan	Kenyamananan	Memuaskan	Ya	Ya	GO-PAY
55	Ya	3 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-FOOD
56	Ya	4 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-PAY
57	Ya	5 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-FOOD
58	Ya	25 perjalanan	Waktu	Netral	Ya	Ya	GO-CAR
59	Ya	35 perjalanan	Kemudahan	Memuaskan	Ya	Tidak	-
60	Ya	33 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
61	Ya	17 perjalanan	Kemudahan	Sangat Memuaskan	Ya	Ya	GO-FOOD

Continue from Appendix 3

No	Pernah menggunakan layanan GO-RIDE di Kota Malang	Intensitas menggunakan layanan GO-RIDE dalam kurun waktu 3 bulan terakhir?	faktor apa yang paling mempengaruhi anda?	Bagaimana kesan anda terhadap pelayanan GO-RIDE ?	Apakah Anda mempercayai layanan GO-RIDE?	Apakah Anda mempergunakan layanan lain dari GO-JEK selain GO-RIDE?	Jika menjawab Ya pada pertanyaan di atas, sebutkan layanan yang paling sering anda gunakan?
62	Ya	6 perjalanan	Kemudahan	Sangat Memuaskan	Ya	Ya	GO-FOOD
63	Ya	8 perjalanan	Kemudahan	Sangat Memuaskan	Ya	Ya	GO-CAR
64	Ya	10 perjalanan	Biaya	Sangat Memuaskan	Ya	Ya	GO-CAR
65	Ya	17 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
66	Ya	13 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
67	Ya	19 perjalanan	Biaya	Sangat Memuaskan	Ya	Ya	GO-PAY
68	Ya	14 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
69	Ya	11 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-CAR
70	Ya	13 perjalanan	Biaya	Sangat Memuaskan	Ya	Ya	GO-PAY
71	Ya	8 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-CLEAN
72	Ya	46 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-PAY
73	Ya	59 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-PAY
74	Ya	39 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
75	Ya	41 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-CLEAN
76	Ya	52 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
77	Ya	59 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD

Continue from Appendix 3

No	Pernah menggunakan layanan GO-RIDE di Kota Malang	Intensitas menggunakan layanan GO-RIDE dalam kurun waktu 3 bulan terakhir?	faktor apa yang paling mempengaruhi anda?	Bagaimana kesan anda terhadap pelayanan GO-RIDE ?	Apakah Anda mempercayai layanan GO-RIDE?	Apakah Anda mempergunakan layanan lain dari GO-JEK selain GO-RIDE?	Jika menjawab Ya pada pertanyaan di atas, sebutkan layanan yang paling sering anda gunakan?
78	Ya	6 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
79	Ya	8 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
80	Ya	9 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-PAY
81	Ya	7 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-PAY
82	Ya	8 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-PAY
83	Ya	11perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
84	Ya	15 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-MASSAGE
85	Ya	12 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
86	Ya	7 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-CAR
87	Ya	12 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
88	Ya	11 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-CAR
89	Ya	39 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
90	Ya	40 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-FOOD
91	Ya	12 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
92	Ya	42 perjalanan	Waktu	Memuaskan	Tidak	Ya	GO-FOOD
93	Ya	14 Perjalanan	Waktu	Memuaskan	Ya	Ya	GO-PAY
94	Ya	12 Perjalanan	Waktu	Memuaskan	Ya	Ya	GO-MASSAGE
95	Ya	7 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
96	Ya	8 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
97	Ya	9 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-PAY

Continue from Appendix 3

No	Pernah menggunakan layanan GO-RIDE di Kota Malang	Intensitas menggunakan layanan GO-RIDE dalam kurun waktu 3 bulan terakhir?	Faktor apa yang paling mempengaruhi anda?	Bagaimana kesan anda terhadap pelayanan GO-RIDE ?	Apakah Anda mempercayai layanan GO-RIDE?	Apakah Anda mempergunakan layanan lain dari GO-JEK selain GO-RIDE?	Jika menjawab Ya pada pertanyaan di atas, sebutkan layanan yang paling sering anda gunakan?
98	Ya	55 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
99	Ya	12 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
100	Ya	14 perjalanan	Kenyamananan	Memuaskan	Ya	Ya	GO-FOOD
101	Ya	15 perjalanan	Kenyamananan	Memuaskan	Ya	Ya	GO-MASSAG
102	Ya	12 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-PAY
103	Ya	15 perjalanan	Ada promo	Memuaskan	Ya	Ya	GO-MASSAGE
104	Ya	15 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-FOOD
105	Ya	12 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
106	Ya	6 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-FOOD
107	Ya	8 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
108	Ya	9 perjalanan	Kemudahan	Sangat Memuaskan	Tidak	Ya	GO-FOOD
109	Ya	6 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
110	Ya	10 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-CAR
111	Ya	26 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-PAY
112	Ya	2 perjalanan	Kemudahan	Memuaskan	Ya	Ya	GO-CAR
113	Ya	2 perjalanan	Waktu	Memuaskan	Ya	Ya	GO-FOOD
114	Ya	33 perjalanan	Kenyamananan	Memuaskan	Ya	Ya	GO-PAY
115	Ya	2 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY
116	Ya	7 perjalanan	Biaya	Memuaskan	Ya	Ya	GO-PAY

Appendix 4 Tabulation of Respondent Answer

No	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	X1.3.3	X1.4.1	X1.4.2	X1.4.3	X1.5.1	X1.5.2	X1.5.3
1	3	2	3	2	2	3	2	2	3	2	2	3	2	2	3
2	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3
3	3	2	3	3	2	2	2	3	3	2	3	3	3	2	3
4	1	2	2	2	2	2	2	2	2	2	2	1	2	2	1
5	1	1	1	2	2	3	2	2	2	2	2	2	2	2	2
6	2	3	2	1	1	2	2	1	2	2	2	2	3	2	2
7	3	3	2	2	2	2	2	2	3	2	2	3	2	2	3
8	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
9	2	2	2	1	2	2	1	2	3	2	2	2	3	2	2
10	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
11	2	1	2	1	1	2	1	1	3	1	1	1	1	1	1
12	1	1	1	1	2	2	1	1	2	2	2	2	1	2	2
13	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
14	2	2	2	1	2	2	2	2	3	2	2	2	3	2	2
15	3	2	2	2	2	2	2	3	2	2	2	2	3	1	2
16	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2
17	3	2	3	3	3	2	2	2	2	2	2	2	2	2	2
18	2	3	3	1	2	2	2	2	2	2	2	2	2	2	2
19	2	2	3	1	2	3	4	1	2	2	2	2	3	2	2
20	3	3	3	3	2	3	3	2	3	2	3	3	3	2	3

Continue from Appendix 4

No	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	X1.3.3	X1.4.1	X1.4.2	X1.4.3	X1.5.1	X1.5.2	X1.5.3
21	3	3	3	3	3	3	3	2	3	2	2	2	2	1	2
22	3	3	3	2	3	2	3	3	3	2	2	2	3	1	2
23	2	2	2	1	1	2	2	2	2	3	2	3	2	2	3
24	2	2	2	3	2	2	2	2	2	2	2	2	2	1	2
26	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2
27	1	1	2	2	2	2	2	2	2	2	2	2	2	1	2
28	2	1	2	1	2	1	2	2	2	2	1	2	3	2	2
29	2	1	3	2	3	2	3	3	3	2	2	2	2	1	2
30	2	2	2	2	2	2	2	2	1	2	1	1	1	1	1
31	2	3	1	1	2	3	3	2	3	3	3	3	3	3	3
32	2	1	3	1	1	2	1	2	3	2	2	1	3	2	1
33	2	3	2	2	3	3	2	3	3	3	3	3	2	3	3
34	3	2	3	3	3	3	2	2	3	2	3	3	2	3	3
35	3	1	2	1	2	4	2	1	2	1	1	2	2	1	2
36	3	1	2	2	2	2	2	3	3	3	3	3	3	3	3
37	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3
38	4	4	4	1	2	2	4	2	3	2	3	2	1	3	2
39	3	1	1	1	1	1	1	1	1	2	1	1	1	1	1
40	2	4	2	1	2	3	3	2	3	3	2	2	3	2	2
41	3	3	3	1	2	3	4	3	3	3	3	2	2	3	2
42	3	4	3	1	2	2	4	3	2	3	4	3	3	4	3
43	2	4	4	2	2	2	2	2	2	1	1	1	1	2	2

Continue from Appendix 4

No	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	X1.3.3	X1.4.1	X1.4.2	X1.4.3	X1.5.1	X1.5.2	X1.5.3
44	2	2	4	3	4	3	4	4	3	3	2	3	3	2	3
45	3	4	4	3	4	3	3	3	3	3	3	4	3	3	4
46	3	3	2	1	2	3	2	2	1	1	2	1	1	2	5
47	2	1	2	2	2	2	1	2	1	1	1	1	2	1	1
48	3	1	3	1	1	4	3	1	4	2	2	2	2	2	2
49	2	3	3	2	2	2	2	2	3	2	2	2	2	2	2
50	2	2	1	1	1	1	1	2	2	2	2	3	3	2	3
51	3	3	3	1	1	1	1	1	3	2	3	2	3	3	2
52	1	3	2	1	2	2	2	2	1	1	1	2	3	1	2
53	1	1	1	1	1	2	2	2	2	1	1	2	1	1	2
54	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2
55	2	2	3	2	2	2	3	1	2	2	2	2	2	2	2
56	1	2	3	1	1	2	2	2	1	1	1	2	2	1	2
57	3	4	3	2	2	3	4	3	4	2	2	2	2	2	2
58	3	4	2	2	3	4	3	2	3	2	2	2	2	2	2
59	2	3	3	2	3	3	2	3	3	2	2	2	2	2	2
60	4	3	3	2	3	3	2	3	4	2	2	3	3	2	3
61	3	2	3	2	2	3	2	2	3	2	2	3	2	2	3
62	3	2	3	2	2	3	3	3	3	3	3	3	3	3	3
63	3	2	4	1	2	2	2	4	3	2	3	3	3	3	3
64	2	1	1	1	1	2	3	3	3	2	2	1	2	2	1
65	1	1	1	2	2	3	2	2	2	2	2	2	2	2	2
66	2	3	2	1	1	2	2	1	2	2	2	2	3	2	2
67	3	3	2	1	2	2	2	2	4	2	2	3	2	2	3
68	4	4	4	2	4	2	2	4	3	4	2	4	2	2	4
69	2	2	2	1	2	2	1	2	3	2	2	2	3	2	2

Continue from Appendix 4

No	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	X1.3.3	X1.4.1	X1.4.2	X1.4.3	X1.5.1	X1.5.2	X1.5.3
70	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
71	2	1	2	1	1	2	1	1	3	1	1	1	1	1	1
72	1	1	1	1	2	2	1	1	2	2	2	2	1	2	2
73	2	2	2	3	3	4	4	4	4	2	3	3	3	3	3
74	2	2	2	1	2	2	2	2	3	2	2	2	3	2	2
75	3	4	1	1	2	2	2	4	2	2	1	2	3	1	2
76	1	4	2	2	2	2	1	3	4	1	1	1	3	1	1
77	3	5	3	1	4	2	1	2	2	2	2	2	1	2	2
78	2	3	3	1	2	2	2	2	2	2	2	2	2	2	2
79	2	2	3	1	2	3	4	1	2	2	2	2	3	2	2
80	4	5	2	1	2	3	4	2	4	2	2	3	2	2	3
81	3	4	4	1	4	3	3	2	4	2	1	1	2	1	1
82	4	4	3	2	3	1	3	3	3	2	1	2	3	1	2
83	2	2	3	1	1	1	1	1	4	3	2	3	2	2	3
84	2	3	3	3	2	2	1	2	2	2	1	2	2	1	2
85	3	1	2	1	2	3	2	2	5	1	2	5	5	2	5
86	2	1	3	1	2	2	2	2	3	1	2	2	2	2	2
87	3	3	2	1	1	3	1	1	4	1	1	1	2	1	1
88	2	1	2	1	2	1	2	2	2	2	1	2	3	1	2
89	2	1	3	2	3	2	3	4	3	2	1	2	2	1	2
90	2	2	2	2	2	2	2	2	1	2	1	1	1	1	1
91	2	3	1	1	2	3	3	2	3	3	3	3	3	3	3
92	2	1	3	1	1	2	1	2	3	2	2	1	3	2	1
93	2	3	2	2	3	3	2	3	3	3	3	3	2	3	3
94	3	5	3	2	2	2	2	2	3	2	3	3	2	3	3
95	3	1	2	1	2	4	2	1	2	1	1	2	2	1	2

Continue from Appendix 4

No	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.2.3	X1.3.1	X1.3.2	X1.3.3	X1.4.1	X1.4.2	X1.4.3	X1.5.1	X1.5.2	X1.5.3
96	3	1	2	1	2	1	4	2	4	3	3	3	3	3	3
97	2	3	3	1	3	4	4	4	3	2	2	3	4	2	3
98	4	4	4	1	2	2	4	2	3	2	3	2	1	3	2
99	3	1	1	1	1	1	1	1	1	2	1	1	1	1	1
100	3	1	2	1	2	1	4	2	4	3	3	3	3	3	3
101	2	4	2	1	2	3	3	2	3	3	2	2	3	2	2
102	3	3	3	1	2	3	4	3	3	3	3	2	2	3	2
103	3	4	3	1	2	2	4	3	2	3	4	3	3	4	3
104	2	2	2	2	2	2	2	2	2	2	3	3	3	1	1
105	2	2	4	3	4	3	4	4	3	3	2	3	3	2	3
106	2	5	4	3	4	3	2	3	3	3	3	4	3	3	4
107	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
108	4	3	3	2	3	3	2	3	4	2	2	3	3	2	3
109	1	1	1	2	2	3	2	2	2	2	2	2	2	2	2
110	1	3	2	1	2	2	2	2	1	1	1	2	3	1	2
111	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
112	3	3	3	2	3	2	3	3	3	2	2	2	3	1	2
113	2	1	2	1	2	1	2	2	2	2	1	2	3	1	2
114	3	3	2	2	2	2	2	2	3	2	2	3	2	2	3
115	1	1	1	2	2	3	2	2	2	2	2	2	2	2	2
116	2	3	3	1	2	2	2	2	2	2	2	2	2	2	2

Continue from Appendix 4

No	X1.6.1	X1.6.2	X1.6.3	X	Y1.1.1	Y1.1.2	Y1.1.3	Y1.2.1	Y1.2.2	Y1.2.3	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1
1	2	3	2	43	4	3	3	3	3	3	4	3	3	3	32
2	3	2	2	50	3	3	3	3	3	3	3	3	3	3	30
3	3	2	2	46	4	4	4	4	4	3	4	3	3	3	36
4	2	1	2	32	4	4	3	5	5	4	5	4	5	4	43
5	2	2	2	34	4	4	4	4	4	4	4	4	3	5	40
6	3	2	2	36	4	4	3	3	4	4	3	4	3	4	36
7	2	2	2	41	4	4	4	4	3	4	4	4	3	4	38
8	2	2	2	36	3	3	3	4	4	3	3	3	3	3	32
9	3	2	3	38	2	4	3	4	4	4	3	4	4	4	36
10	2	1	1	34	4	4	4	4	3	4	4	4	3	4	38
11	1	1	1	23	5	5	5	5	4	4	4	4	5	4	45
12	1	1	1	26	4	4	4	5	4	5	5	5	5	5	46
13	3	3	3	54	3	3	4	4	4	4	4	4	4	4	38
14	2	3	3	39	3	4	3	4	4	4	3	4	4	4	37
15	2	2	2	38	4	4	5	4	4	4	4	5	5	5	44
16	3	3	3	40	3	3	3	3	3	3	3	3	3	3	30
17	1	2	2	39	4	5	5	4	4	4	5	5	5	3	44
18	2	2	2	37	4	4	4	4	4	4	3	4	4	3	38
19	3	3	3	42	3	4	4	3	4	4	3	4	4	3	36
20	2	2	3	48	3	4	3	4	4	4	4	4	4	4	38

Continue from Appendix 4

No	X1.6.1	X1.6.2	X1.6.3	X	Y1.1.1	Y1.1.2	Y1.1.3	Y1.2.1	Y1.2.2	Y1.2.3	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1
21	2	2	3	44	5	5	4	4	5	5	4	4	4	4	44
22	3	3	2	45	3	2	2	3	3	3	3	3	3	3	28
23	2	2	3	38	3	3	3	3	4	4	4	4	4	3	35
24	2	3	2	37	4	5	4	5	4	4	4	4	4	3	41
25	3	4	3	50	4	4	4	4	4	3	3	3	3	3	35
26	2	3	3	37	4	4	4	4	4	4	4	3	3	4	38
27	2	2	2	33	5	5	5	5	4	4	4	4	4	4	44
28	2	3	2	34	4	4	4	4	4	4	3	3	2	4	36
29	2	3	2	40	4	5	5	5	5	5	4	4	4	3	44
30	1	2	2	29	4	4	4	4	5	5	5	5	5	4	45
31	3	3	3	47	3	3	2	4	4	5	4	5	4	5	39
32	3	3	3	36	4	4	4	4	4	5	5	4	4	3	41
33	2	3	3	48	3	4	3	4	4	3	3	3	2	4	33
34	2	3	2	47	4	4	4	4	3	3	3	4	3	3	35
35	2	1	1	31	5	5	5	4	4	5	4	4	4	4	44
36	3	3	3	47	3	3	3	3	3	3	3	3	3	4	31
37	4	4	3	54	3	4	3	3	3	4	4	3	3	3	33
38	1	1	1	42	4	2	4	4	4	5	3	5	3	2	36
39	1	1	1	21	3	5	2	5	5	5	5	5	5	5	45
40	3	3	2	44	3	5	2	4	3	3	3	3	3	4	33
41	2	3	3	48	3	3	3	3	3	3	3	3	3	3	30

Continue from Appendix 4

No	X1.6.1	X1.6.2	X1.6.3	X	Y1.1.1	Y1.1.2	Y1.1.3	Y1.2.1	Y1.2.2	Y1.2.3	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1
42	3	3	3	53	3	4	4	3	4	4	3	4	3	3	35
43	2	2	2	36	5	4	2	5	5	4	4	4	4	2	39
44	3	3	3	54	4	5	1	4	3	3	3	3	4	2	32
45	3	3	3	59	3	5	1	2	2	3	2	3	1	2	24
46	5	5	4	45	4	4	4	5	5	5	3	3	5	4	42
47	2	3	2	29	4	4	4	4	4	4	4	4	4	4	40
48	2	3	3	41	3	3	3	5	5	5	5	5	5	3	42
49	2	2	2	39	4	4	4	4	4	4	4	4	4	3	39
50	3	2	2	35	4	4	3	4	4	4	3	3	4	5	38
51	3	2	2	39	4	4	4	4	4	4	4	4	4	3	39
52	3	3	2	34	4	4	3	5	4	5	5	5	4	4	43
53	1	2	1	25	5	4	5	5	5	5	4	5	5	5	48
54	2	2	2	35	4	4	4	5	5	5	5	5	5	4	46
55	2	2	2	37	4	4	4	4	4	4	4	3	4	3	38
56	2	2	2	30	5	5	5	5	4	5	5	5	5	3	47
57	2	2	2	46	4	4	4	4	4	4	4	3	4	3	38
58	2	2	2	44	4	4	4	4	4	4	4	3	5	4	40
59	2	4	3	45	3	2	2	4	3	2	2	3	2	3	26
60	3	3	4	52	3	3	2	2	3	4	4	3	3	3	30
61	2	3	2	43	4	3	3	3	3	3	4	3	3	3	32
62	3	3	3	51	4	4	4	3	3	3	3	3	4	3	34
63	3	2	2	47	4	4	4	4	4	3	4	3	3	2	35

Continue from Appendix 4

No	X1.6.1	X1.6.2	X1.6.3	X	Y1.1.1	Y1.1.2	Y1.1.3	Y1.2.1	Y1.2.2	Y1.2.3	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1
64	2	1	4	34	4	4	3	5	5	4	5	4	5	5	44
65	2	2	2	34	4	4	4	4	4	4	4	4	3	5	40
66	3	2	2	36	4	4	3	3	4	4	3	4	3	4	36
67	2	2	2	41	4	4	4	4	3	4	4	4	3	4	38
68	2	4	2	55	4	3	2	4	4	4	4	2	2	2	31
69	3	4	3	40	2	4	3	4	4	4	3	4	4	4	36
70	2	1	1	34	4	4	4	4	3	4	4	4	3	4	38
71	1	1	1	23	4	4	4	5	5	5	5	4	5	4	45
72	1	1	1	26	4	4	4	5	4	5	5	5	5	5	46
73	3	3	3	54	3	3	4	4	4	4	4	4	4	4	38
74	3	3	3	40	3	4	3	4	4	4	3	4	4	4	37
75	3	2	2	39	4	4	5	4	4	4	4	5	5	5	44
76	3	4	4	40	2	2	4	4	4	2	2	3	3	4	30
77	1	2	2	39	4	5	5	4	4	4	5	5	5	3	44
78	2	2	2	37	4	4	4	4	4	4	3	4	4	3	38
79	3	3	3	42	3	4	4	3	4	4	3	4	4	3	36
80	2	2	3	48	3	4	1	4	4	4	4	5	5	4	38
81	2	2	3	43	3	5	3	4	5	5	5	5	5	2	42
82	3	3	2	45	3	1	1	3	3	4	2	4	4	3	28
83	2	2	3	38	3	3	3	3	4	4	4	4	4	3	35
84	2	3	2	37	4	5	4	5	4	5	5	3	3	3	41
85	5	5	4	55	2	5	5	4	5	3	3	4	2	4	37

Continue from Appendix 4

No	X1.6.1	X1.6.2	X1.6.3	X	Y1.1.1	Y1.1.2	Y1.1.3	Y1.2.1	Y1.2.2	Y1.2.3	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1
86	2	3	3	37	4	4	4	4	4	4	4	3	3	3	37
87	2	2	3	33	4	5	5	5	5	5	5	3	3	4	44
88	3	3	3	35	4	4	4	4	4	4	3	3	2	4	36
89	2	3	2	40	3	5	5	5	5	5	5	4	4	3	44
90	1	2	2	29	4	4	4	4	5	5	5	5	5	4	45
91	3	3	3	47	3	3	2	4	4	5	4	5	4	5	39
92	3	3	3	36	4	4	4	4	4	5	5	4	4	3	41
93	2	3	3	48	3	4	3	4	4	3	3	3	2	4	33
94	2	3	2	47	4	4	4	4	3	3	3	4	3	3	35
95	2	1	1	31	5	5	5	4	4	5	4	4	4	4	44
96	3	3	3	47	3	3	3	3	3	3	3	3	3	4	31
97	4	4	3	54	3	4	3	3	3	4	4	3	3	3	33
98	1	1	1	42	4	2	4	4	4	5	3	5	3	2	36
99	1	1	1	21	3	5	2	5	5	5	5	5	5	5	45
100	3	3	2	44	3	5	2	4	3	3	3	3	3	4	33
101	2	3	3	48	3	3	3	3	3	3	3	3	3	3	30
102	3	3	3	53	3	4	4	3	4	4	3	4	3	3	35
103	1	1	1	34	5	4	2	5	5	4	4	4	4	2	39
104	3	3	3	54	4	5	1	4	3	3	3	3	4	2	32
105	3	3	3	58	3	5	1	2	2	3	2	3	1	2	24
106	2	2	2	36	4	4	4	5	5	5	3	3	5	4	42
107	3	3	4	52	3	3	2	2	3	4	4	3	3	3	30

Continue from Appendix 4

No	X1.6.1	X1.6.2	X1.6.3	X	Y1.1.1	Y1.1.2	Y1.1.3	Y1.2.1	Y1.2.2	Y1.2.3	Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Y1
108	2	2	2	34	4	4	4	4	4	4	4	4	3	5	40
109	3	3	2	34	4	4	3	5	4	5	5	5	4	4	43
110	2	2	2	36	3	3	4	4	4	4	4	4	4	4	38
111	3	3	2	45	3	2	2	3	3	3	3	3	3	3	28
112	3	3	3	35	4	4	4	4	4	4	3	3	2	4	36
113	2	2	2	41	4	4	4	4	3	4	4	4	3	4	38
114	2	2	2	34	3	3	4	4	4	4	4	4	4	4	38
115	2	2	2	37	4	4	4	4	4	4	3	4	4	3	38
116	3	4	3	50	4	4	4	4	4	3	3	3	3	3	35

Continue from Appendix 4

No	Y2.1.1	Y2.1.2	Y2.1.3	Y2.2.1	Y2.2.2	Y2.2.3	Y2
1	4	3	4	3	3	4	21
2	3	3	3	3	3	3	18
3	4	4	4	4	3	3	22
4	5	5	5	5	5	4	29
5	4	4	4	4	5	4	25
6	4	4	5	4	5	4	26
7	3	4	5	4	4	4	24
8	3	3	3	3	3	3	18
9	5	5	5	5	3	4	27
10	5	5	5	3	3	4	25
11	4	5	5	4	4	5	27
12	5	5	5	5	5	5	30
13	4	4	3	3	3	3	20
14	4	5	5	4	4	4	26
15	5	5	5	4	4	5	28
16	4	4	4	4	4	4	24
17	5	5	5	5	4	4	28
18	4	3	4	4	5	5	25
19	4	4	4	4	4	4	24
20	4	4	4	3	3	3	21
21	5	5	5	4	4	4	27

Continue from Appendix 4

No	Y2.1.1	Y2.1.2	Y2.1.3	Y2.2.1	Y2.2.2	Y2.2.3	Y2
22	4	4	4	4	3	3	22
23	5	5	5	5	5	4	29
24	5	5	5	4	5	5	29
25	4	4	4	4	4	4	24
26	5	4	5	4	4	4	26
27	5	5	5	5	5	4	29
28	5	4	4	4	4	3	24
29	5	5	4	5	4	4	27
30	5	5	5	4	5	5	29
31	4	4	4	4	3	5	24
32	5	5	5	5	5	5	30
33	4	4	4	4	3	4	23
34	4	4	4	4	4	4	24
35	5	5	5	2	5	3	25
36	3	4	4	4	3	3	21
37	4	4	4	2	4	4	22
38	5	5	5	5	4	4	28
39	5	3	5	5	3	5	26
40	5	4	5	4	5	4	27
41	4	4	4	4	4	4	24
42	3	4	4	4	4	4	23

Continue from Appendix 4

No	Y2.1.1	Y2.1.2	Y2.1.3	Y2.2.1	Y2.2.2	Y2.2.3	Y2
43	4	4	4	4	4	4	24
44	4	4	4	4	4	4	24
45	3	2	2	3	3	3	16
46	4	4	4	4	3	3	22
47	5	5	4	4	3	4	25
48	5	5	5	3	5	5	28
49	4	4	4	4	4	4	24
50	5	5	5	3	5	4	27
51	4	5	5	3	4	4	25
52	5	5	5	5	4	5	29
53	5	5	5	3	5	5	28
54	5	5	5	5	5	5	30
55	5	5	5	4	5	5	29
56	4	4	5	5	4	4	26
57	4	3	4	4	4	4	23
58	3	3	5	3	4	4	22
59	3	3	3	2	1	3	15
60	4	4	4	3	4	4	23
61	4	3	4	3	3	4	21
62	3	2	4	3	3	3	18
63	4	4	4	4	3	3	22

Continue from Appendix 4

No	Y2.1.1	Y2.1.2	Y2.1.3	Y2.2.1	Y2.2.2	Y2.2.3	Y2
64	5	5	5	5	5	4	29
65	4	4	4	4	5	4	25
66	4	4	5	4	5	4	26
67	3	4	5	4	4	4	24
68	4	4	3	2	3	2	18
69	5	5	5	5	3	4	27
70	5	5	5	3	3	4	25
71	4	5	5	4	4	5	27
72	5	5	5	5	5	5	30
73	4	4	3	3	3	3	20
74	4	5	5	4	4	4	26
75	5	5	5	4	4	5	28
76	4	4	4	4	4	4	24
77	5	5	5	5	3	5	28
78	4	3	4	4	5	5	25
79	3	4	5	5	3	4	24
80	3	4	5	3	2	4	21
81	5	5	5	5	2	5	27
82	3	4	4	4	2	5	22
83	5	5	5	5	5	4	29
84	5	5	5	4	5	5	29
85	4	4	4	4	4	4	24
86	5	4	5	4	4	4	26

Continue from Appendix 4

No	Y2.1.1	Y2.1.2	Y2.1.3	Y2.2.1	Y2.2.2	Y2.2.3	Y2
87	5	5	5	5	5	4	29
88	5	4	4	4	4	3	24
89	5	5	2	5	5	5	27
90	5	5	5	4	5	5	29
91	4	4	4	4	3	5	24
92	5	5	5	5	5	5	30
93	4	4	4	4	3	4	23
94	3	3	3	3	4	3	19
95	5	5	5	2	5	3	25
96	3	4	4	4	3	3	21
97	4	4	4	2	4	4	22
98	5	5	5	5	4	4	28
99	5	3	5	5	3	5	26
100	5	4	5	4	5	4	27
101	4	4	4	4	4	4	24
102	3	4	4	4	4	4	23
103	4	4	4	4	4	4	24

Continue from Appendix 4

No	Y2.1.1	Y2.1.2	Y2.1.3	Y2.2.1	Y2.2.2	Y2.2.3	Y2
104	4	4	4	4	4	4	24
105	3	2	2	3	3	3	16
106	4	4	4	3	3	3	21
107	4	4	4	3	4	4	23
108	4	4	4	4	5	4	25
109	5	5	5	5	4	5	29
110	4	4	3	3	3	3	20
111	4	4	4	4	3	3	22
112	5	4	4	4	4	3	24
113	3	4	5	4	4	4	24
114	4	4	3	3	3	3	20
115	4	3	4	4	5	5	25
116	4	4	4	4	4	4	24
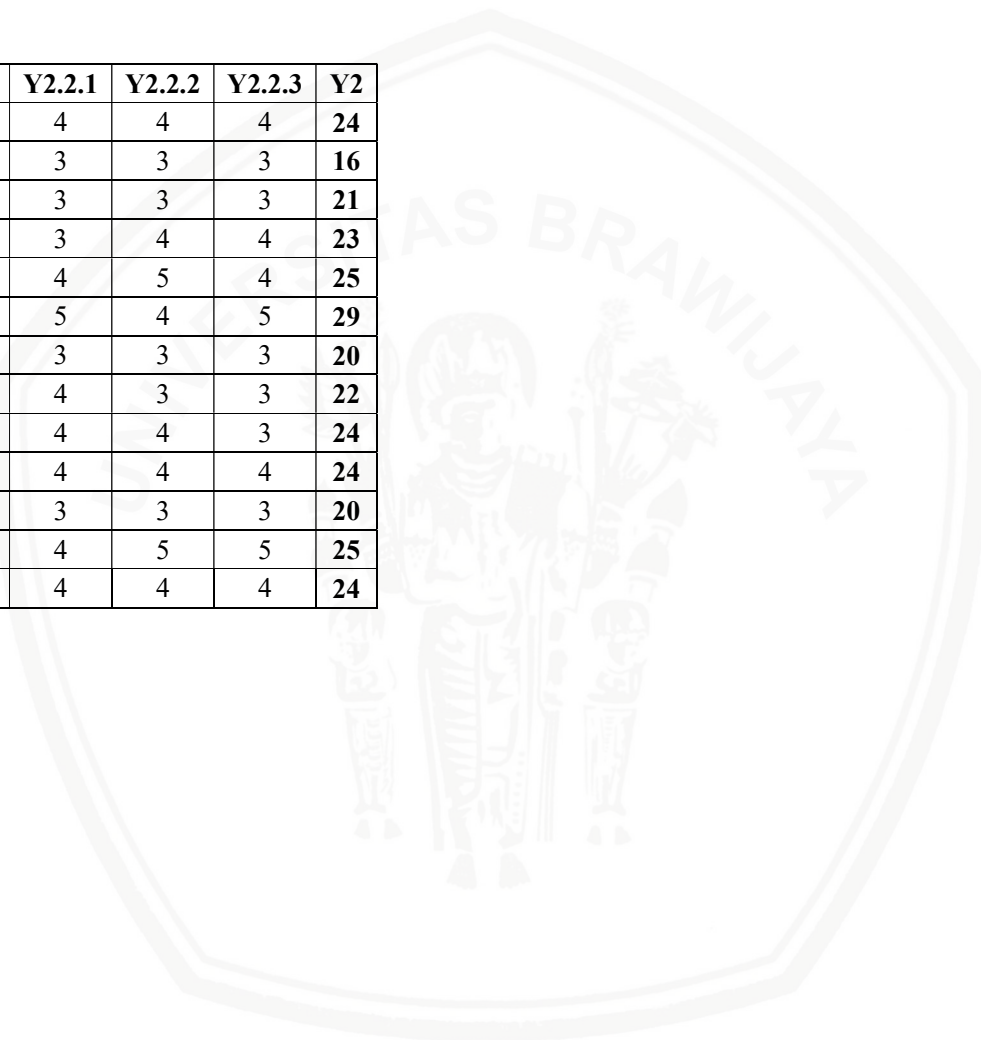
Appendix 5 Validity Result

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	Persepsi Resiko (X)
x1.1	Pearson Correlation	1	.405**	.429**	.059	.237*	.121	.298**	.207*	.431**	.482**
	Sig. (2-tailed)		.000	.000	.530	.011	.197	.001	.026	.000	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.2	Pearson Correlation	.405**	1	.425**	.083	.387**	.154	.309**	.260**	.228*	.510**
	Sig. (2-tailed)	.000		.000	.373	.000	.100	.001	.005	.014	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.3	Pearson Correlation	.429**	.425**	1	.275**	.487**	.127	.379**	.338**	.316**	.538**
	Sig. (2-tailed)	.000	.000		.003	.000	.175	.000	.000	.001	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.4	Pearson Correlation	.059	.083	.275**	1	.547**	.244**	.117	.417**	.092	.376**
	Sig. (2-tailed)	.530	.373	.003		.000	.008	.210	.000	.325	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.5	Pearson Correlation	.237*	.387**	.487**	.547**	1	.358**	.369**	.594**	.239**	.621**
	Sig. (2-tailed)	.011	.000	.000	.000		.000	.000	.000	.010	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.6	Pearson Correlation	.121	.154	.127	.244**	.358**	1	.410**	.198*	.329**	.463**
	Sig. (2-tailed)	.197	.100	.175	.008	.000		.000	.033	.000	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.7	Pearson Correlation	.298**	.309**	.379**	.117	.369**	.410**	1	.406**	.268**	.591**
	Sig. (2-tailed)	.001	.001	.000	.210	.000	.000		.000	.004	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.8	Pearson Correlation	.207*	.260**	.338**	.417**	.594**	.198*	.406**	1	.283**	.665**
	Sig. (2-tailed)	.026	.005	.000	.000	.000	.033	.000		.002	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.9	Pearson Correlation	.431**	.228*	.316**	.092	.239**	.329**	.268**	.283**	1	.586**
	Sig. (2-tailed)	.000	.014	.001	.325	.010	.000	.004	.002		.000
	N	116	116	116	116	116	116	116	116	116	116
Persepsi Resiko (X)	Pearson Correlation	.482**	.510**	.538**	.376**	.621**	.463**	.591**	.665**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Continue from Appendix 5

Correlations

		x1.10	x1.11	x1.12	x1.13	x1.14	x1.15	x1.16	x1.17	x1.18	Persepsi Resiko (X)
x1.10	Pearson Correlation	1	.625**	.523**	.261**	.619**	.405**	.172	.245**	.267**	.599**
	Sig. (2-tailed)		.000	.000	.005	.000	.000	.065	.008	.004	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.11	Pearson Correlation	.625**	1	.588**	.292**	.869**	.515**	.227*	.180	.264**	.647**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.014	.053	.004	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.12	Pearson Correlation	.523**	.588**	1	.513**	.535**	.847**	.379**	.368**	.275**	.731**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.003	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.13	Pearson Correlation	.261**	.292**	.513**	1	.228*	.372**	.789**	.539**	.518**	.574**
	Sig. (2-tailed)	.005	.001	.000		.014	.000	.000	.000	.000	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.14	Pearson Correlation	.619**	.869**	.535**	.228*	1	.545**	.276**	.239**	.315**	.631**
	Sig. (2-tailed)	.000	.000	.000	.014		.000	.003	.010	.001	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.15	Pearson Correlation	.405**	.515**	.847**	.372**	.545**	1	.549**	.514**	.394**	.738**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.16	Pearson Correlation	.172	.227*	.379**	.789**	.276**	.549**	1	.699**	.634**	.599**
	Sig. (2-tailed)	.065	.014	.000	.000	.003	.000		.000	.000	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.17	Pearson Correlation	.245**	.180	.368**	.539**	.239**	.514**	.699**	1	.691**	.627**
	Sig. (2-tailed)	.008	.053	.000	.000	.010	.000	.000		.000	.000
	N	116	116	116	116	116	116	116	116	116	116
x1.18	Pearson Correlation	.267**	.264**	.275**	.518**	.315**	.394**	.634**	.691**	1	.605**
	Sig. (2-tailed)	.004	.004	.003	.000	.001	.000	.000	.000		.000
	N	116	116	116	116	116	116	116	116	116	116
Persepsi Resiko (X)	Pearson Correlation	.599**	.647**	.731**	.574**	.631**	.738**	.599**	.627**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Continue from Appendix 5

Correlations

		y1.1	y1.2	y1.3	y1.4	y1.5	y1.6	y1.7	y1.8	y1.9	y1.10	Kepercayaan (Y1)
y1.1	Pearson Correlation	1	.356**	.420**	.437**	.238*	.350**	.354**	.152	.255**	.004	.529**
	Sig. (2-tailed)		.000	.000	.000	.010	.000	.000	.102	.006	.965	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.2	Pearson Correlation	.356**	1	.274**	.371**	.259**	.256**	.325**	.135	.188*	.104	.494**
	Sig. (2-tailed)	.000		.003	.000	.005	.006	.000	.148	.043	.264	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.3	Pearson Correlation	.420**	.274**	1	.369**	.389**	.318**	.315**	.248**	.240*	.237*	.602**
	Sig. (2-tailed)	.000	.003		.000	.000	.001	.001	.007	.010	.010	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.4	Pearson Correlation	.437**	.371**	.369**	1	.695**	.508**	.531**	.409**	.532**	.334**	.774**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.5	Pearson Correlation	.238*	.259**	.389**	.695**	1	.622**	.509**	.448**	.576**	.282**	.751**
	Sig. (2-tailed)	.010	.005	.000	.000		.000	.000	.000	.000	.002	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.6	Pearson Correlation	.350**	.256**	.318**	.508**	.622**	1	.666**	.632**	.577**	.283**	.780**
	Sig. (2-tailed)	.000	.006	.001	.000	.000		.000	.000	.000	.002	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.7	Pearson Correlation	.354**	.325**	.315**	.531**	.509**	.666**	1	.514**	.587**	.249**	.763**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000		.000	.000	.007	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.8	Pearson Correlation	.152	.135	.248**	.409**	.448**	.632**	.514**	1	.632**	.330**	.680**
	Sig. (2-tailed)	.102	.148	.007	.000	.000	.000	.000		.000	.000	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.9	Pearson Correlation	.255**	.188*	.240*	.532**	.576**	.577**	.587**	.632**	1	.295**	.744**
	Sig. (2-tailed)	.006	.043	.010	.000	.000	.000	.000	.000		.001	.000
	N	116	116	116	116	116	116	116	116	116	116	116
y1.10	Pearson Correlation	.004	.104	.237*	.334**	.282**	.283**	.249**	.330**	.295**	1	.481**
	Sig. (2-tailed)	.965	.264	.010	.000	.002	.002	.007	.000	.001		.000
	N	116	116	116	116	116	116	116	116	116	116	116
Kepercayaan (Y1)	Pearson Correlation	.529**	.494**	.602**	.774**	.751**	.780**	.763**	.680**	.744**	.481**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116	116	116	116	116

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Continue from Appendix 5

Correlations

		y2.1	y2.2	y2.3	y2.4	y2.5	y2.6	Minat Pembelian (Y2)
y2.1	Pearson Correlation	1	.680**	.517**	.408**	.451**	.406**	.778**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	116	116	116	116	116	116	116
y2.2	Pearson Correlation	.680**	1	.618**	.384**	.384**	.390**	.777**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	116	116	116	116	116	116	116
y2.3	Pearson Correlation	.517**	.618**	1	.422**	.394**	.521**	.781**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	116	116	116	116	116	116	116
y2.4	Pearson Correlation	.408**	.384**	.422**	1	.266**	.494**	.678**
	Sig. (2-tailed)	.000	.000	.000		.004	.000	.000
	N	116	116	116	116	116	116	116
y2.5	Pearson Correlation	.451**	.384**	.394**	.266**	1	.399**	.675**
	Sig. (2-tailed)	.000	.000	.000	.004		.000	.000
	N	116	116	116	116	116	116	116
y2.6	Pearson Correlation	.406**	.390**	.521**	.494**	.399**	1	.722**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	116	116	116	116	116	116	116
Minat Pembelian (Y2)	Pearson Correlation	.778**	.777**	.781**	.678**	.675**	.722**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 6 Reability Result

1. **Reability Result Perceived Risk X_1**

Scale: ALL

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	10

2. **Reability Result Trust Y_1**

Scale: ALL

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	10

3. **Reability Result Y$_2$**

Scale: ALL

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded[a]	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.825	6
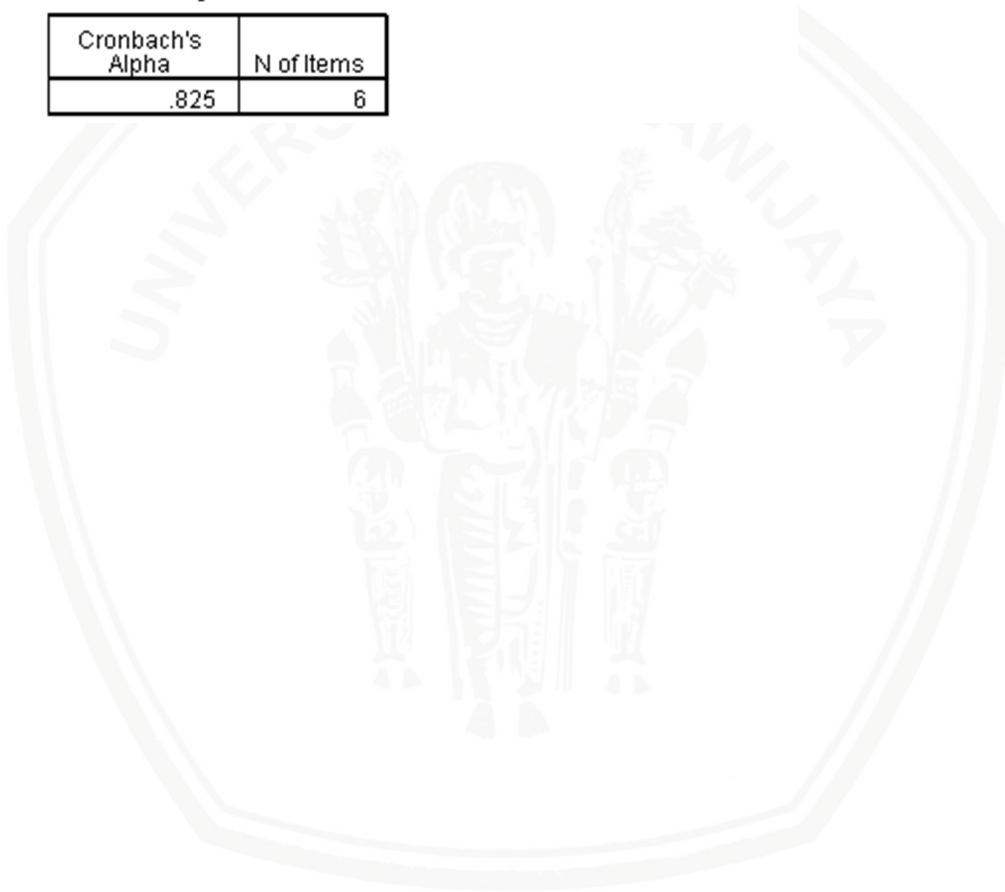
Appendix 7 Distribution Frequency

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x1.1	116	1	4	2.36	.762
x1.2	116	1	5	2.38	1.101
x1.3	116	1	4	2.41	.814
x1.4	116	1	3	1.63	.692
x1.5	116	1	4	2.14	.733
x1.6	116	1	4	2.34	.711
x1.7	116	1	4	2.28	.883
x1.8	116	1	4	2.23	.784
x1.9	116	1	5	2.60	.812
x1.10	116	1	4	2.09	.604
x1.11	116	1	4	2.04	.703
x1.12	116	1	5	2.24	.753
x1.13	116	1	5	2.34	.734
x1.14	116	1	4	1.97	.728
x1.15	116	1	5	2.27	.784
x1.16	116	1	5	2.34	.780
x1.17	116	1	5	2.47	.869
x1.18	116	1	4	2.35	.760
Persepsi Resiko (X)	116	21	59	40.51	8.228
y1.1	116	2	5	3.65	.676
y1.2	116	1	5	3.89	.810
y1.3	116	1	5	3.47	1.025
y1.4	116	2	5	3.95	.732
y1.5	116	2	5	3.90	.690
y1.6	116	2	5	3.98	.746
y1.7	116	2	5	3.74	.814
y1.8	116	2	5	3.80	.749
y1.9	116	1	5	3.65	.935
y1.10	116	2	5	3.54	.828
Kepercayaan (Y1)	116	24	48	37.57	5.266
y2.1	116	3	5	4.25	.709
y2.2	116	2	5	4.21	.740
y2.3	116	2	5	4.34	.735
y2.4	116	2	5	3.91	.797
y2.5	116	1	5	3.91	.865
y2.6	116	2	5	4.02	.710
Minat Pembelian (Y2)	116	15	30	24.64	3.337
Valid N (listwise)	116				

Continue from Appendix 7

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	11.2	11.2	11.2
	2	55	47.4	47.4	58.6
	3	41	35.3	35.3	94.0
	4	7	6.0	6.0	100.0
	Total	116	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	25.0	25.0	25.0
	2	37	31.9	31.9	56.9
	3	31	26.7	26.7	83.6
	4	15	12.9	12.9	96.6
	5	4	3.4	3.4	100.0
	Total	116	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	12.1	12.1	12.1
	2	50	43.1	43.1	55.2
	3	42	36.2	36.2	91.4
	4	10	8.6	8.6	100.0
	Total	116	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	57	49.1	49.1	49.1
	2	45	38.8	38.8	87.9
	3	14	12.1	12.1	100.0
	Total	116	100.0	100.0	

x1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	14.7	14.7	14.7
	2	73	62.9	62.9	77.6
	3	19	16.4	16.4	94.0
	4	7	6.0	6.0	100.0
	Total	116	100.0	100.0	

Continue from Appendix 7

x1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	8.6	8.6	8.6
	2	62	53.4	53.4	62.1
	3	38	32.8	32.8	94.8
	4	6	5.2	5.2	100.0
	Total	116	100.0	100.0	

x1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	15.5	15.5	15.5
	2	62	53.4	53.4	69.0
	3	21	18.1	18.1	87.1
	4	15	12.9	12.9	100.0
	Total	116	100.0	100.0	

x1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	14.7	14.7	14.7
	2	63	54.3	54.3	69.0
	3	28	24.1	24.1	93.1
	4	8	6.9	6.9	100.0
	Total	116	100.0	100.0	

x1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	7.8	7.8	7.8
	2	42	36.2	36.2	44.0
	3	52	44.8	44.8	88.8
	4	12	10.3	10.3	99.1
	5	1	.9	.9	100.0
	Total	116	100.0	100.0	

x1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	12.9	12.9	12.9
	2	76	65.5	65.5	78.4
	3	24	20.7	20.7	99.1
	4	1	.9	.9	100.0
	Total	116	100.0	100.0	

Continue from Appendix 7

x1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	20.7	20.7	20.7
	2	65	56.0	56.0	76.7
	3	25	21.6	21.6	98.3
	4	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

x1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	13.8	13.8	13.8
	2	61	52.6	52.6	66.4
	3	35	30.2	30.2	96.6
	4	3	2.6	2.6	99.1
	5	1	.9	.9	100.0
	Total	116	100.0	100.0	

x1.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	12.1	12.1	12.1
	2	52	44.8	44.8	56.9
	3	48	41.4	41.4	98.3
	4	1	.9	.9	99.1
	5	1	.9	.9	100.0
	Total	116	100.0	100.0	

x1.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	25.9	25.9	25.9
	2	61	52.6	52.6	78.4
	3	23	19.8	19.8	98.3
	4	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

x1.15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	12.9	12.9	12.9
	2	62	53.4	53.4	66.4
	3	34	29.3	29.3	95.7
	4	3	2.6	2.6	98.3
	5	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

Continue from Appendix 7

x1.16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	12.1	12.1	12.1
	2	55	47.4	47.4	59.5
	3	43	37.1	37.1	96.6
	4	2	1.7	1.7	98.3
	5	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

x1.17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	12.9	12.9	12.9
	2	43	37.1	37.1	50.0
	3	48	41.4	41.4	91.4
	4	8	6.9	6.9	98.3
	5	2	1.7	1.7	100.0
	Total	116	100.0	100.0	

x1.18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	12.1	12.1	12.1
	2	53	45.7	45.7	57.8
	3	43	37.1	37.1	94.8
	4	6	5.2	5.2	100.0
	Total	116	100.0	100.0	

Continue from Appendix 7

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	3.4	3.4
	3	42	36.2	36.2	39.7
	4	61	52.6	52.6	92.2
	5	9	7.8	7.8	100.0
	Total	116	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.9	.9	.9
	2	6	5.2	5.2	6.0
	3	21	18.1	18.1	24.1
	4	65	56.0	56.0	80.2
	5	23	19.8	19.8	100.0
	Total	116	100.0	100.0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	5.2	5.2	5.2
	2	14	12.1	12.1	17.2
	3	29	25.0	25.0	42.2
	4	53	45.7	45.7	87.9
	5	14	12.1	12.1	100.0
	Total	116	100.0	100.0	

y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.4	3.4	3.4
	3	22	19.0	19.0	22.4
	4	66	56.9	56.9	79.3
	5	24	20.7	20.7	100.0
	Total	116	100.0	100.0	

y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	28	24.1	24.1	25.9
	4	66	56.9	56.9	82.8
	5	20	17.2	17.2	100.0
	Total	116	100.0	100.0	

Continue from Appendix

y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.7	1.7	1.7
	3	27	23.3	23.3	25.0
	4	58	50.0	50.0	75.0
	5	29	25.0	25.0	100.0
	Total	116	100.0	100.0	

y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.3	4.3	4.3
	3	42	36.2	36.2	40.5
	4	47	40.5	40.5	81.0
	5	22	19.0	19.0	100.0
	Total	116	100.0	100.0	

y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.9	.9	.9
	3	43	37.1	37.1	37.9
	4	50	43.1	43.1	81.0
	5	22	19.0	19.0	100.0
	Total	116	100.0	100.0	

y1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.7	1.7	1.7
	2	8	6.9	6.9	8.6
	3	42	36.2	36.2	44.8
	4	41	35.3	35.3	80.2
	5	23	19.8	19.8	100.0
	Total	116	100.0	100.0	

y1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	9.5	9.5	9.5
	3	45	38.8	38.8	48.3
	4	46	39.7	39.7	87.9
	5	14	12.1	12.1	100.0
	Total	116	100.0	100.0	

Appendix 8 Path Analysis

Variables Entered/Removed[b]

Mode l	Variables Entered	Variables Removed	Method
1	Persepsi Resiko (X)[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kepercayaan (Y1)

Model Summary

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709[a]	.502	.498	3.730

a. Predictors: (Constant), Persepsi Resiko (X)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1602.054	1	1602.054	115.125	.000[a]
	Residual	1586.394	114	13.916		
	Total	3188.448	115			

a. Predictors: (Constant), Persepsi Resiko (X)

b. Dependent Variable: Kepercayaan (Y1)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	55.945	1.747		32.017	.000
	Persepsi Resiko (X)	-.454	.042	-.709	-10.730	.000

a. Dependent Variable: Kepercayaan (Y1)

Continue from Appendix 7

Variables Entered/Removed[b]

Mode l	Variables Entered	Variables Removed	Method
1	Kepercayaan (Y1), Persepsi Resiko (X)[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Minat Pembelian (Y2)

Model Summary[b]

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.704[a]	.496	.487	2.390	.496	55.659	2	113	.000	2.045

a. Predictors: (Constant), Kepercayaan (Y1), Persepsi Resiko (X)

b. Dependent Variable: Minat Pembelian (Y2)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	635.592	2	317.796	55.659	.000[a]
	Residual	645.201	113	5.710		
	Total	1280.793	115			

a. Predictors: (Constant), Kepercayaan (Y1), Persepsi Resiko (X)

b. Dependent Variable: Minat Pembelian (Y2)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	17.062	3.538		4.822	.000		
	Persepsi Resiko (X)	-.105	.038	-.259	-2.735	.007	.498	2.010
	Kepercayaan (Y1)	.315	.060	.497	5.249	.000	.498	2.010

a. Dependent Variable: Minat Pembelian (Y2)

Appendix 9 Curriculum Vitae

CURRICULUM VITAE

Name   : Dimotius Yoga Caesar Wanda

Tempat,Tanggal lahir : Jakarta,18 September 1994

Addres   : Komp.Dep.Sos XI No 33 Bintaro Jak.Sel

Phone Number   : 08568658786

Email   :dimotiusyoga@gmail.com

Educational Background :

2007   Graduate from Strada Bhakti Utama Elementary School, Jakarta

2010   Graduate from 19 Junior High School, Jakarta

2013   Graduate from 74 Senior High School, Jakarta

2018   Graduate from Business Administration Major , Brawijaya University, Malang

2018   Graduate from Law Major , Brawijaya University, Malang

Organizational Experiences :

2015   General Secretary of IMABI

2016   President of HIMABIS

2017   Head of Research Business Law Community

Job Experiences :

2016   Marketing & Event Internship at PT Gemilang Aksara Mulia, Jakarta

2018   Freelance Surveyor at Mandiri Bank, Malang

2018   Announcer at Radio Kencana, Malang

Award

2015   2nd Winner of National Business Plan Compttetion held by Ujung Pandang State Polytechnic

2017   Finalist National Moot Court Competition held by UII