SUMMARY

ADRIAN. Analysis Adoption of innovation Go-jek Application. Supervised by AIDA VITAYALA HUBEIS and IRMAN HERMADI.

Go-jek application is a form of innovation in the provision of public transportation services. Development and innovation of a technology will be underutilized and abandoned by the user when the acceptance of these technologies is limited and did not have enough speed to be adopted, so the rate of adoption among potential users of the application will be extremely low. In other words, the desire and the speed of the user to adopt a technological innovation will affect the extent to which the technology will survive.

The results showed that the influence of characteristics innovation of the adoption of innovations in Go-jek driver applications indicates that the characteristic of innovation is significantly positive effect on adoption of innovation Go-jek application system.

The results of the analysis of the success of the application of Go-jek information systems showed that the variable quality of the system and the quality of information proved a significant effect on other variables in the research model. However, the result showed that there is no influence on the perception of the quality system variables to user satisfaction.

The results of the analysis of the success of information systems to the adoption of innovations in Go-jek driver application showed that the success of information systems significantly positive effect on adoption of innovation Go-jek application systems.

Keywords: Adoption of Innovation, Go-jek Applications, Information Systems and Technology, Online Transportation