

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
Management Study Program  
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## ***ANALYSIS OF FACTORS AFFECTING STUDENTS INTEREST IN USING APPLICATION-BASED ONLINE TRANSPORTATION SERVICES IN THE CITY OF BATAM***

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### ***ABSTRACT***

*This research tries to find out what factors influence the intention of students in Batam City to use application-based two-wheeled online transportation services. This study aims to analyze the intention to information quality, self-efficacy, perceived usefulness and perceived ease of use.*

*IBM uses SPSS Statistics 22 and Smart PLS 3 in processing and analyzing collected data. The object of research chosen was students in using online transportation services. The research was shared online and directly, attended by 230 people who were shared and valid data can be used after the outlier test totaling 215 data. The sampling method used in this study was purposive sampling.*

*The results of this study can discuss opinions about how to utilize students can use online transportation service applications with quality information, ease of use, ease of information and self-efficacy.*

**Keywords:** *Intention, Students, Service Applications, Self-Efficacy*