

THE INFLUENCE OF BRAND IMAGE, PERCEIVED BENEFIT, PERCEIVED EASE OF USE AND LIFESTYLE ON INTENTION AND DECISION GEN Z TO USE THE GO-RIDE APPLICATION

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Background: Information technological advances have change people's behavior, including transactional behavior. One of the results of advances in information technology that has contributed greatly to behavioral change is the internet, which has encouraged the emergence of many applications for various activities, one of which is the provision of online transportation services.

Purpose: This research aims to examine the influence of brand image, perceived benefits, perceived ease of use, and lifestyle on the intention and decision to use the Go-Ride application among Gen Z.

Methodology: The population of this study consists of all Go-Ride application users aged 12 to 27 years. Data was collected by distributing questionnaires via Google Forms. The dependent variable is decision to use, while the independent variables are brand image, perceived benefits, perceived ease of use, and lifestyle. The intention to use the Go-Ride application is considered as a mediating variable that mediates the influence of brand image, perceived benefits, perceived ease of use, and lifestyle on decision to use the Go-Ride application. The analysis method used is a causal step regression analysis, and SPSS version 25 was used to estimate the regression model.

Finding: The analysis of 143 respondents found that brand image, perceived benefits, perceived of ease, and lifestyle all had a positive and significant impact on intention to use and decision to use. Intention to use can mediate the influence of brand image and lifestyle on decision to use the Go-Ride application, but it cannot mediate the influence of perceived benefits and perceived of ease.

Limitation: First, the cross-section research design and non-probabilistic sampling technique limit causal inference and generalization of findings to the entire Gen Z population. Second, this research focuses on one platform, namely Go-Ride, and the dynamic time context makes the research results unable to be generalized to competitors or different periods.

Originality: This research has produced novelty in the context of conceptual novelty, where this research has tried to advance the state of the art by testing an integrated model that combines brand image, perceived benefit, perceived ease of use and lifestyle to explain Gen Z's intention and decision to use Go-Ride Apps. This research has also tested the ability of intention to mediate four independent variables in the decision. And this research has also mapped the perception of benefits relevant to Gen Z to increase the strength of the explanatory model in the current context.

Keywords: brand image, perceived benefit, perceived of ease, lifestyle, intention to use, decision to use