

ABSTRACT

PENGARUH PERCEIVED TRUSTWORTHINESS, PERCEIVED CONVENIENCE DAN PERCEIVED PRICE TERHADAP DIGITAL ATTITUDE DALAM KEPUTUSAN PENGGUNAAN APLIKASI SERVICE ON DEMAND DI INDONESIA.

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In recent years, the development of Digital technology in Indonesia has experienced significant growth, especially with the emergence of various on-demand service applications. The app allows users to easily get various services such as transportation, food delivery, and household services through just a few touches on their phones. However, the emergence of these applications has triggered various responses from the public. On the one hand, many have responded positively due to the convenience and flexibility offered, allowing them to order services anytime and anywhere with a variety of options within a single app. On the other hand, there were also negative responses, such as complaints about the price being more expensive than conventional services, as well as concerns about security and privacy, especially regarding personal information such as phone numbers that must be shared. In this study, the aim is to analyze the influence of trust, comfort, and price whether it affects the decision to use through Digital attitudes, the population in this study, namely the people of Indonesia, and this study uses a quantitative method, namely by distributing questionnaires.