

# THE ROLE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON USAGE DECISION IN THE GOSEH APPLICATION THROUGH TRUST AS AN INTERVENING VARIABLE

(Case Study in the Community in Berastagi District)

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**Abstract:** This research aims to determine and analyze the influence of perceived usefulness and perceived ease of use on the decision to use the Goseh application through trust as an intervening variable (case study in the community in Berastagi subdistrict). The sample used was non-probability sampling with a total of 96 respondents. The data collection technique uses an online questionnaire with a Likert measurement scale. Data analysis techniques use Path Analysis, Partial Least Square (PLS) and Hypothesis Testing. Data processing in this research uses SmartPLS and SPSS software programs. The results of this research are that perceived usefulness has a positive and significant influence on trust, perceived ease of use has a positive and significant influence on trust, perceived usefulness has a positive and significant influence on usage decisions, perceived ease of use has a positive and significant influence on usage decisions, trust has a positive influence and significant on usage decisions, perceived usefulness has a positive and significant effect on usage decisions with trust as an intervening variable and perceived ease of use has a positive and significant effect on usage decisions with trust as an intervening variable.

**Keywords:** Usage Decision, Perceived Usefulness, Perceived Ease of Use, Trust, Goseh.

## INTRODUCTION

World developments are currently running very rapidly, including technological developments. Technology is a tool used by humans to help and communicate information. The rapid development of technology in the current digital era has made many contributions to society. Technology makes it easier for people to complete all activities so that activities can run more effectively and efficiently, one of which is ecommerce technology.

As technology develops, theories will arise regarding the acceptance of that technology. The Technology Acceptance Model (TAM) is a model for accepting technology through several factors. These factors are *perceived usefulness* and *perceived ease of use*. (Sandy & Firdausy, 2020) stated *perceived usefulness* as a form of trust given by system users to a system to increase effectiveness or reduce the effort expended in completing their work. Whereas *perceived ease of use* is a form of someone's perception that the use of technology is easy to understand. In this case, if the use of technology is

something that is easy to learn, then the user will have the intention to use the technology (Asmarina, et al 2022, p. 13).

These two factors can influence users' trust and usage decisions regarding applications. *Trust* (trust) is a form of user assessment of the integrity and honesty of the application and is related to the user's perception and belief that the application will not disappoint and will fulfill the user's interests (Faizah & Sanaji, 2022). Trust is an important thing that companies need to instill in reaching consumers. A high sense of trust in an application will influence someone to use the application. If the user feels trust, a desire will be formed to use the application. (Arianty, 2016) stated *usage decision* as actions taken to overcome problems that occur and must be faced or steps taken to achieve goals as quickly as possible with the most efficient costs possible. Purchasing decisions are very important to determine whether a company will progress or not in the future (Astuti & Hakim, 2021).

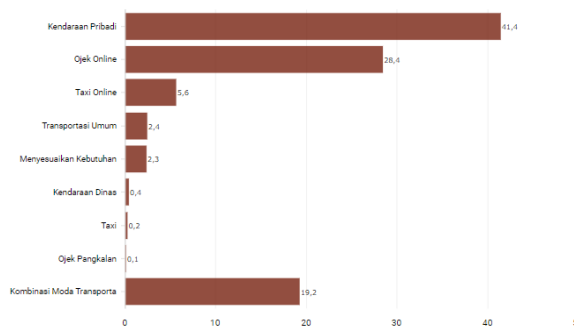


Figure 1.1 Mode of Transportation for the Majority of Indonesian Citizens

Based on data *Polling Institute Survey* revealed that online motorcycle taxis are the second most popular transportation choice for Indonesians after private vehicles. The data states that online motorcycle taxis are in second place with a percentage of 28.4%. The first position is occupied by private vehicles with 41.4%, using online taxis is 5.6%, and other modes of transportation are lower. Meanwhile, around 19.2% use a combination of transportation modes.

*Polling Institute Survey* also stated that as many as 29.1% of ojol users would continue to use this transportation. From this statement it can be concluded that the use of online transportation service applications is increasing as time goes by. The presence of this online transportation mode is believed to be useful and indeed beneficial for society. The widespread use of online service applications is a reason for entrepreneurs in the Karo Regency area to provide the same online service, namely Goseh

Goseh is an application that operates in the field of services that are developing specifically in the Tanah Karo area, North Sumatra. Goseh was founded in 2018 in Berastagi by Ikhwan Syahlani as the owner of the company PT. Goseh by Simalem. This application makes it possible to order transportation, food and goods online, including Go Ras as an online transportation service, Go Baba as a goods delivery service, Go Man as a delivery service, *delivery* food and Go Tiga as a shopping service to the market

Using the goseh application of course has its advantages and disadvantages. The advantage of using this application is that it is easy to use anytime and anywhere and can help activities become faster. Meanwhile, the disadvantages of using this application, based on interviews conducted with several users, are the differences in product prices in the application and in stores which are not aligned. Where the product price displayed on the application homepage, when ordered tends to change to be even more expensive.

Drivers who do not provide confirmation and suddenly cancel orders are also one of the shortcomings of this application.

From the results of research on 96 respondents, it was obtained *perceived usefulness* influence on *trust*, *perceived ease of use* influence on *trust*, *perceived usefulness* influence on *usage decision*, *perceived ease of use* influence on *usage decision*, *trust* influence on *usage decision*, *trust* can mediate influence *perceived usefulness* to *usage decision* and *trust* can mediate influence *perceived ease of use* to *usage decision* on the Goseh application (case study of the community in Berastagi subdistrict).

## THEORETICAL STUDY

(Arif., 2021) Says that the purchasing decision is the final decision in the act of purchasing to consume a good or service. According to (Kotler & Armstrong, 2008) factors that influence the purchasing decision process include cultural factors, social factors, personal factors and psychological factors. As for indicators *usage decision* according to (Sianturi et al., 2021) is the recognition of needs and obtaining product information, the desire to use the product, the desire to buy the product and decision making *usage decision*.

(Davis, 1989) defines *perceived usefulness* as a measure of the extent to which people believe that using a technology will improve their job performance. According to (Arent et al., 2017) *perceived usefulness* Users' use of technology is influenced by 2 factors, namely usability and effectiveness. As for indicator *sperceived usefulness* according to (Davis, 1989) is to speed up work (*work more quickly*), beneficial (*useful*), effectiveness (*effectiveness*), make work easier (*make a job easier*), improve the performance (*job performance*), increase productivity (*increase productivity*).

According to (Prayudi et al., 2022), *perceived ease of use* is the level at which a person feels that using the system does not require much effort and is free from challenges in its use. According to (Fusilier & Durlabhji, 2005) states that there are several influencing factors *perceived ease of use* namely feeling the ease of using technology to carry out desired activities and being able to interact with mobile economy technology without requiring a large effort. According to (Davis, 1989) put forward indicators in measuring *perceived ease of use* i.e. easy to learn (*easy to learn*), clear and understandable (*clear and easy to understand*), flexible (*flexible*), easy to use (*easy to use*), easy to become skilled/advanced (*easy to become skillful*), can be controlled (*controllable*).

According to (Jasin et al., 2021) *trust* is a consumer's belief in the attitudes and behavior of other parties or service providers. Influencing factor *trust* according to (Loanata & Tileng, 2016) is the reputation of the online vendor. The higher the reputation of a system, the higher the user's trust in the system and vice versa. According to (Indarsin & Ali, 2017) 4 dimensions of indicator measurement *trust* which can be used as a parameter to measure *trust* a person, including competence (*competence*), seriousness (*benevolence*), communication (*communication*), privacy and security (*privacy and security*).

*Trust* plays a big role in technological systems, where *perceived usefulness* and *perceived ease of use* can affect *trust* customers significantly in online application services and directly influence *usage decision*.

H1: There is an influence *perceived usefulness* to *trust* On the Goseh Application (Case Study of Communities in Berastagi District).

H2: There is an influence *perceived ease of use* to *trust* On the Goseh Application (Case

Study of Communities in Berastagi District).

H3: There is an influence of perceived usefulness on *usage decision* on the Goseh Application (Case Study in the Community in Berastagi District).

H4 : There is influence *perceived ease of use* on *usage decision* On the Goseh Application (Case Study of Communities in Berastagi District).

H5: There is an influence *trust* on *usage decision* On the Goseh Application (Case Study of Communities in Berastagi District).

H6: There is an influence *trust* who mediates *perceived usefulness* on *usage decision* On the Goseh Application (Case Study of Communities in Berastagi District).

H7: There is an influence *trust* who mediates *perceived ease of use* on *usage decision* On the Goseh Application (Case Study of Communities in Berastagi District).

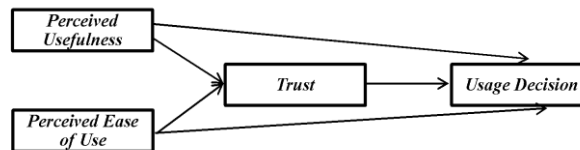


Figure 1.2 Conceptual Framework

## RESEARCH METHODS

This type of research is survey research, namely research conducted to examine a group or individual. The research method used is quantitative research. Quantitative research according to (Sugiyono, 2015) is a form of research that is used to examine certain populations or samples and collect data using research instruments.

The population in this research are people who have used the goseh application in 2023 in Berastagi sub-district. This research uses techniques *nonprobability sampling* that is *accidental sampling* where determining the sample is based on chance, that is, anyone who meets the researcher by chance can become a sample provided that the respondent is suitable as a data source. The number of samples used in the research was 96 respondents. The data collection technique uses an online questionnaire with a Likert measurement scale. The data analysis technique used is *path analysis*, *partial least square* and hypothesis testing.

## RESULTS AND DISCUSSION

### Respondent Profile

Based on data that has been processed from 96 respondents in this study, in table 1 it is known that the number of male respondents was 31 people with a percentage of (32.3%) and 65 people were female with a percentage of (67.7%). In terms of age, the people using the Goseh application in Berastagi District who were respondents in this study were divided into 3, namely users with an age range of 15-20 years as many as 27 people and a percentage of 28.1%, an age range of 21-25 years as many as 65 people and a percentage of 67.7% and an age range of >25 years as many as 4 people with a percentage of 4.2%. From the type of work, the people who use the Goseh application in Berastagi District who are respondents in this research are divided into 3 groups, namely people who work as students with a total of 47 and a percentage of 49%, people who work as entrepreneurs with a total of 21 people and a percentage of 21.9%, as well as people with other professions with a total of 28 people and a percentage of 29.2%. If we

look at how long the people in Berastagi District who were respondents in this study have been using the goseh application, the results obtained are as follows, <1 year totaling 64 people with a percentage of 66.7%, 1-3 years totaling 25 people with a percentage of 26% and >3 years totaling 7 people with a percentage of 7.3%.

Table 1.1 Frequency of Respondent Profiles

Respondent Characteristics		Frequency	Percentage
Gender	Man	31	32,3%
	Woman	65	67,7%
Age	15-20	27	28,1%
	21-25	65	67,7%
	<25	4	4,2%
Work	Student	47	49%
	Self-employed	21	21,9%
	Other	28	29,2%
Length of Use	<1 year	64	66,7%
	1-3 years	25	26%
	>3 years	7	7,3%

Source: Data processed

### Validity and Reliability Test

Before the research data is analyzed, validity and reliability tests are first carried out. Validity and reliability testing was carried out by distributing questionnaires to 96 respondents online using a questionnaire. A statement item can be said to be valid if the AVE square root value for each variable is greater than the construct correlation value for the other latent variables.

Table 1.2 Fornel Lacquer Criterion

	Perceived Ease Of Use (X2)	Perceived Usefulness (X1)	Trust (Z))	Usage Decision (Y)
X2	0.743			
X1	0.607	0.754		
W	0.702	0.704	0.781	
IT				
H				
A	0.662	0.702	0.754	0.805
N				
D				

Source: Data processed

Based on the table above, the square root value of AVE in the variable *perceived ease of use* (X2) is 0.743, greater than the construct correlation value for other latent variables. Likewise with the AVE quadrant root value of the variable *perceived usefulness* (X1) 0.754, the square value of the AVE in the variable *trust* (z) is 0.781 and the square root value of the variable *AVE usage decision* (Y) is 0.805, all of which are greater when compared to the construct correlation value on the fabric latent variable. This can prove that all research variables have been met *discriminant validity*.

Meanwhile, for the reliability test, it is seen from the value *Cronbach alpha* where if the value of the reliability coefficient (*cronbach's alpha*) > 0.70, then the instrument is reliable / has good reliability.

**Table 1.3Cronbach Alpha**

	<i>Cronbach's alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>X1</i>	0.931	0.933	0.941	0.569
<i>X2</i>	0.909	0.909	0.924	0.552
<i>W</i>	0.909	0.912	0.926	0.611
<i>IT</i>				
<i>H</i>				
<i>A</i>	0.949	0.952	0.956	0.647
<i>N</i>				
<i>D</i>				

Source: Data processed

Based on the table above, it can be seen that all constructs meet the criteria *Cronbach Alpha* and *Composite Reability* which is more than 0.70. Thus, the data can be said to be reliable.

### Structural Measurement Model Analysis (Inner Model)

**Table 1.4R-Square**

	<i>R-Square</i>	<i>R-Square Adjusted</i>
<i>AND</i>	0.645	0.634
<i>WITH</i>	0.616	0.607

Source: Data processed

The conclusions on the R-Square test are as follows:

- R-Square model path 1 = 0.645, this indicates that the ability of variable X1, namely *Perceived usefulness* and X2 is *73Perceived ease of use* in explaining variable Y, namely *Usage decision* was 64.3%, included in the medium category.
- R-Square model path 2 = 0.616, this indicates that the ability of variable X1, namely *Perceived usefulness* and X2 ie *Perceived ease of use* in explaining the Z variable, namely *Trust* was 61.6%, included in the medium category.

**Table 1.5F-Square**

	<i>Perceived Usefulness (X1)</i>	<i>Perceived Ease Of Use (X2)</i>	<i>Usage Decision (Y)</i>	<i>Trust (Z)</i>
<i>X1</i>			0.118	0.318
<i>X2</i>			0,052	0.312
<i>A</i>				
<i>N</i>				
<i>D</i>				
<i>W</i>			0.181	
<i>IT</i>				
<i>H</i>				

Source: Data processed

Based on the F-Square table above, the following conclusions can be drawn:

- Variable X1 ie *perceived usefulness* to variable Y, namely *usage decision* obtained an F-Square value of 0.118. Thus the variable X1 on Y produces a small influence.



- b. Variable X2 ieperceived ease of use to variable Y, namelyusage decision obtained an F-Square value of 0.052. Thus the variable X2 on Y produces a small influence.
- c. Variable X1 ieperceived usefulness to variable Z, namelytrust obtained an F-Square value of 0.318. Thus the variable X1 on Z produces a moderate influence.
- d. Variable X2 ieperceived ease of use to variable Z, namelytrust obtained an F-Square value of 0.312. Thus the variable X2 on Z produces a moderate influence.
- e. Variable Z ietrust to variable Y, namelyusage decision obtained an F-Square value of 0.181. Thus the variable Z on Y produces a small influence.

### MEDITATION EFFECT

#### a. Direct Effect

Table 1.6Path Coefficient

	<i>Original Sample</i>	<i>Sample Mean</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistic (JO/ST DEV)</i>	<i>P- Value</i>
<b>X1-Z</b>	0.440	0.441	0.083	5.281	0,000
<b>X1-Y</b>	0.296	0.298	0.116	2.548	0,011
<b>X2- Z</b>	0.436	0.440	0.093	4.663	0,000
<b>X2-Y</b>	0.196	0.201	0.092	2.121	0.034
<b>Z-Y</b>	0.408	0.402	0.129	3.159	0,002

Source: Data processed

Based on dataPath Coefficients In the table above, the following conclusions are drawn:

1. The p value is 0.000 <0.05, which means that the direct influence of X1 on Z is meaningful or statistically significant.
2. The p value is 0.011 <0.05, which means that the direct influence of X1 on Y is meaningful or statistically significant
3. The p value is 0.000 <0.05, which means that the direct influence of X2 on Z is meaningful or statistically significant
4. The p value is 0.034 <0.05, which means that the direct influence of X2 on Y is meaningful or statistically significant
5. The p value is 0.002<0.05, which means that the direct influence of X1 on Y is meaningful or statistically significant.

#### b. Indirect Effect

Table 1.7Indirect Effect

	<i>Original Sample</i>	<i>Sample Mean</i>	<i>Standart Deviatio n</i>	<i>T Statistic c</i>	<i>P- Valu e</i>
<b>X1 -Z - Y</b>	0.180	0,180	0.074	2.428	0,015

X2	0.178	0,173	0.061	2.925	0,003
-Z					
-Y					

Source: Data processed

From table *indirect effect* above, it can be concluded that:

1. Variable X1 *ieperceived usefulness* against Y *i.eusage decision* through Z *ietrust* obtained p-values of  $0.015 < 0.05$ , then the relationship is significant. This means that the mediator variable can mediate the influence of the variable that influences the variable that is influenced. In this case the influence is called indirect influence.
2. Variable X2 *ieperceived ease of use* against Y *i.eusage decision* through Z *ietrust* obtained p-values of  $0.003 < 0.05$ , then the relationship is significant. This means that the mediator variable can mediate the influence of the variable that influences the variable that is influenced. In this case the influence is called indirect influence.

### c. Total Effect

Table 1.8 *Total Effect*

	Original Sample	P-Values
X1 – Z	0.440	0.000
X1 – Y	0.476	0.000
X2 – Z	0.436	0.000
X2 – Y	0.373	0.000
Z – Y	0.408	0.002

Source: Data processed

Based on table *total effect* , then the following conclusions can be obtained, among others:

1. *Total effect* variable X1 *ieperceived usefulness* against Z *i.e trust* is 0.000.
2. *Total effect* variable X1 *ieperceived usefulness* against Y *i.e usage decision* is 0.000.
3. *Total effect* variable X2 *ieperceived ease of use* against Z *i.e trust* is 0.000.
4. *Total effect* variable X2 *ieperceived ease of use* against Y *i.e usage decision* is 0.000.
5. *Total effect* variable Z *ietrust* against Y *i.e usage decision* is 0.002.

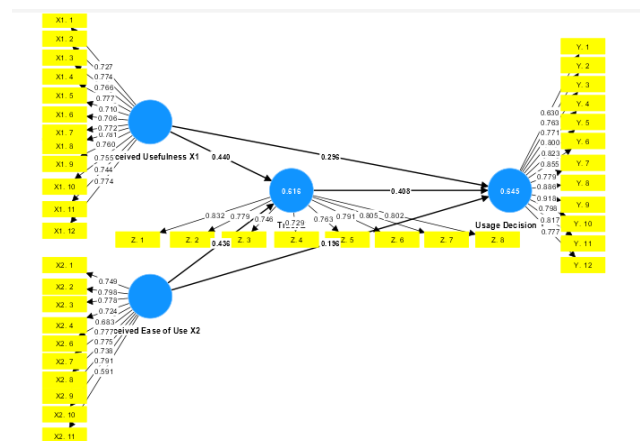
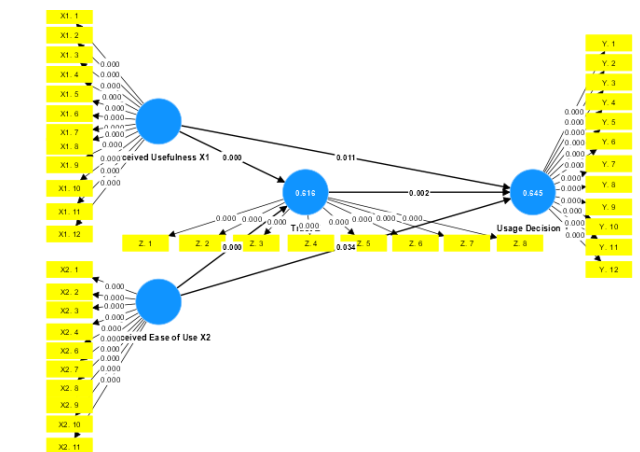


Figure 1.3 Mediation Effect





Gambar 1.4 Bootstrapping

### **Influence *Perceived Usefulness* to *Trust* On the Goseh Application (Case Study in the Community in Berastagi District)**

*Influence perceived usefulness to trust* produces positive and significant values. This research states that the higher the level of benefit felt by users of the goseh application with a case study of the Berastagi sub-district community, the *trust* will also increase. This shows that users feel that the Goseh application provides good benefits, including speeding up work and making work easier. With this, user confidence will increase. The significant value states that *perceived usefulness* influence *on trust*. Based on previous research studies that discuss *influence perceived usefulness to trust* by (Siagian et al., 2022) in his research stated that *perceived usefulness* influence *on trust*.

### **Influence *Perceived Ease of Use* to *Trust* On the Goseh Application (Case Study in the Community in Berastagi District)**

*Influence perceived ease of use to trust* This research produces positive and significant values. Research states that the higher the perceived convenience, the higher the level of trust. This shows that users find it easy to use the Goseh application, which makes them trust the Goseh application. The significant value states that *perceived ease of use* influence *on trust*. There are previous studies that discuss *influence perceived ease of use to trust* by (Syaharani & Yasa, 2022) states that there is a positive and significant influence from *perceived ease of use* to *trust*.

### **Influence *Perceived Usefulness* to *Usage Decision* On the Goseh Application (Case Study in the Community in Berastagi District)**

*Influence perceived usefulness to usage decision* produces positive and significant values. The research states that the higher *perceived usefulness* what is felt by users of the goseh application with a case study of the people of Berastagi subdistrict, then *usage decision* will experience an increase. This shows that *perceived usefulness* What users feel about the Goseh application is good enough, making users want to continue using the Goseh application in their daily lives. The significant value states that *perceived usefulness* influence *on usage decision*. The same thing was conveyed by (Ria Ristiyanina et al., 2022) in her research *perceived usefulness* has a significant influence *on decision to use*.

### **Influence *Perceived Ease of Use* to *Usage Decision* On the Goseh Application (Case Study in the Community in Berastagi District)**

Influence *perceived ease of use* to *usage decision* produces positive and significant values. The research shows that the higher *perceived ease of use* in the goseh application with a case study of the Berastagi sub-district community, it will be even higher *usage decision* on the goseh application. This shows that users find it easy to use the features in the Goseh application, thus making their decision to use the Goseh application increasingly high. The significant value states that *perceived ease of use* influence on *usage decision*.

There are previous studies that discuss influence *perceived ease of use* to *usage decision* by (Gunawan et al., 2019) in his research stated that *perceived ease of use* positively and significantly influences the decision to use.

### **Influence *Trust* to *Usage Decision* On the Goseh Application (Case Study in the Community in Berastagi District)**

Influence *trust* to *usage decision* produces positive and significant values. The research states that the higher *trust* felt by users of the goseh application with a case study of the people of Berastagi subdistrict, it will improve *usage decision* users towards the goseh application. This shows that users feel confident in the Goseh application, which has an impact on the decision to use the Goseh application. The significant value states that *trust* influence on *usage decision*. This is also in line with research (Abidin & Triono, 2020) that *trust* has a positive effect on *purchasing decision*.

### ***Trust* Can Mediate Influence *Perceived Usefulness* to *Usage Decision* On the Goseh Application (Case Study in the Community in Berastagi District)**

Role influence *trust* as an intervening variable in mediating *perceived usefulness* to *usage decision* produces positive and significant values. This shows that *perceived usefulness* to *usage decision* there is influence through *trust*. In other words, it states that *trust* can mediate influence *perceived usefulness* to *usage decision* on the goseh application with a case study of the Berastagi sub-district community. These findings indicate that *trust* able to mediate *perceived usefulness* and *usage decision*. The same thing in research (Yudiantara & Widagda, 2022) shows that *trust* can mediate influence *perceived usefulness* to *decision to use*.

### ***Trust* Can Mediate Influence *Perceived Ease of Use* to *Usage Decision* On the Goseh Application (Case Study in the Community in Berastagi District)**

Role influence *trust* as an intervening variable in mediating influence *perceived ease of use* to *usage decision* produces positive and significant values. This shows that *perceived ease of use* to *usage decision* has an influence with *trust*. In other words, it states that *trust* can mediate influence *perceived ease of use* to *usage decision* on the goseh application with a case study of the Berastagi sub-district community. These findings indicate that *trust* able to act as a mediator *perceived usefulness* and *usage decision*. The results of this research are in line with previous research conducted by research (Primandari & Suprapti, 2022) that *trust* can mediate influence *perceived ease of use* to *decision to use*.

## **CONCLUSION**

Based on the results of research and discussions carried out by the author regarding influence *perceived usefulness* and *perceived ease of use* to *usage decision* goseh

application *viatrust* as an intervening variable (case study of the community in Berastagi subdistrict), the following conclusions can be drawn:

1. Based on the results of data processing, it is known that *perceived usefulness* positive and significant effect on *trust* on the Goseh Application (Case Study in the Community in Berastagi District). This means that the higher the perceived benefits of the Goseh application, the more user trust in the application will increase. In this research, it is known that users feel that the Goseh application has good benefits, so that users feel increasingly confident in the Goseh application.
2. Based on the results of data processing, it is known that *perceived ease of use* positive and significant effect on *trust* On the Goseh Application (Case Study of Communities in Berastagi District). This means that the easier it is to use the Goseh application, the more customer trust in the application will increase. In this research, it was discovered that users felt the Goseh application was easy to use, thereby increasing user trust in the Goseh application because users felt the Goseh application could provide the best service.
3. Based on the results of data processing, it is known that *perceived usefulness* positive and significant effect on *usage decision* On the Goseh Application (Case Study of Communities in Berastagi District). This means that the higher the perceived benefits of the Goseh application, the more it will influence the user's decision to use the Goseh application. In this research, it is known that users find the Goseh application useful, thereby increasing the user's decision to use this application.
4. Based on the results of data processing, it is known that *perceived ease of use* positive and significant effect on *usage decision* On the Goseh Application (Case Study of Communities in Berastagi District). This means that the higher the user's perceived ease of use of the Goseh application, the more it will influence the user's decision to use the Goseh application. In this research, it is known that users find the Goseh application easy to use, thus increasing the user's decision to use this application.
5. Based on the results of data processing, it is known that *trust* positive and significant effect on *usage decision* On the Goseh Application (Case Study of Communities in Berastagi District). This means that the higher the user's trust in the Goseh application, the more it will influence the user's decision to use the Goseh application. In this research, it is known that users feel confident in the Goseh application, thus increasing the user's decision to use this application.
6. Based on the results of data processing, it is known that the influence of *role trust* as a mediating variable from *perceived usefulness* to *usage decision* has a positive and significant influence on the Goseh Application (Case Study in the Community in Berastagi District). This means that trust can mediate the influence of perceived usefulness on the decision to use the Goseh application. In this research, users felt that the Goseh application was useful, thereby creating a sense of trust in the user towards the Goseh application and decided to use the Goseh application.
7. Based on the results of data processing, it is known that the influence of *role trust* as a mediating variable from *perceived ease of use* against *usage decision* has a positive and significant influence On the Goseh Application (Case Study of Communities in Berastagi District). This means that trust can mediate the influence of perceived ease of use on the decision to use the Goseh application. In this study, users felt that the Goseh application was easy to use, which gave rise to a sense of

trust in the user towards the Goseh application and decided to use the application. This.

Based on the research that has been carried out, the advice that can be given is that Goseh needs to be better at maximizing the features in its application so that it can provide even more benefits and ease of use to users and potential users of the Goseh application. By improving the features of the Goseh application even better, it will be able to improve trust users become even higher and make users decide to use the goseh application. This research is inseparable from several limitations and obstacles such as difficulties in processing data which is still far from perfect and the number of respondents is very limited, namely only 96 people.

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