

THE EFFECT OF PERCEPTION OF EASY AND PERCEPTION OF BENEFITS ON INTEREST IN USING J&T EXPRESS APPLICATION

Reni Safitri¹, Antoni Ludfi Arifin²

¹Institut STIAMI, Bekasi, Indonesia, renisafitri09@gmail.com

² Institut STIAMI, Bekasi, Indonesia, ludfi@stiami.ac.id

Keywords:

*Perception of Ease;
Perception of Benefits;
Interest in Use*

Abstrak

This study aims to determine how perceived convenience and perceived benefits affect interest in using the J&T Express application. This study uses quantitative research with variables of perceived convenience, perceived benefits and interest in use. The population in this study are regular package delivery consumers at J&T Express Duren Jaya. The sample used in this study consisted of 120 respondents who were taken using accidental sampling technique. Data was collected using a questionnaire, where each respondent was given 24 statements. The data is then analyzed using validity test techniques, reliability tests, and classical assumption tests. The results of this study indicate that: (1) The effect of perceived ease of use on interest in use gets an interpretation value of 4.26 which means good; (2) The effect of perceived benefits on interest in use gets an interpretation value of 4.21 which means good; (3) The effect of perceived convenience and perceived benefits on interest in use is 60.3%, while 39.7% is influenced by other variables not included in this study.

INTRODUCTION

The rise of the world of e-commerce in Indonesia for several years has made significant changes to people's behavior in buying goods. To look for various needs such as household needs, electronic equipment, to food, now. The amount of consumer buying interest in e-commerce has an effect on shipping services, currently there are so many expedition services to choose from. J&T Express is a service provider shipping company that was built on August 20, 2015, one of the new technology-based shipping services. J&T Express provides convenience to its consumers by creating an Android or iOS-based application that consumers

can download via smartphones, this makes it easier to use delivery services at J&T Express.

J&T EXPRESS 2021 PACKAGE DELIVERY DATA		
MONTH	NO APP	WITH APP
JAN	2.045	9
FEB	1.896	8
MAR	1.965	3
APRIL	2.102	8
MAY	2.251	6
JUNE	2.030	4
JULY	2.277	12

Sumber : data konsumen J&T tahun 2021

Based on the chart above, it can be explained that the highest number of transactions is without using an application. This is because there are still many consumers who do not know the convenience and benefits of using the J&T Express application.

DOWNLOAD DATA OF DELIVERY APPLICATION SERVICES ON PLAYSTORE	
DELIVERY SERVICE	TOTAL DOWNLOAD
J&T Express Indonesia	10 M+
My JNE	5 M+
Ninja Van	500 K+
PAXEL	1 M+
Antheraja	500 K+
SiFast Express	500 K+
Lion Parcel	500 K+

Sumber : data pengunduh aplikasi konsumen J&T

While it is known that the application downloader on the Play Store has many users. For example, downloader of J&T application already more than 10 million on September 16th, 2021. Based on temporary observations, researchers found that consumers had difficulty using J&T Express. From the description above, the researcher is interested in studying more deeply about "The Influence of Perceived Ease and Perceived Benefits on Interest in Using J&T Express Applications at Duren Jaya Bekasi Branch".

This research will focus based on the background and limitation of the problem, so the formulation of the problem in this study is:

1. How big is the effect of Perception of Ease on Interest in Using the J&T Express Application on consumers at the Duren Jaya Bekasi Branch?
2. How big is the influence of Perception of Benefits on Interest in Using the J&T Express Application on consumers at the Duren Jaya Bekasi Branch?

3. How big is the effect of Perception of Ease and Perception of Benefits on Interest in Using the J&T Express Application on consumers at the Duren Jaya Bekasi Branch?

This research has several objectives, namely:

1. To find out and analyze how much influence the perception of convenience has on the interest in using the J&T Express application on consumers at the Duren Jaya Bekasi branch.
2. To find out and analyze how much influence the perceived benefits have on the consumer interest in using the J&T Express application at the Duren Jaya Bekasi branch.
3. To find out the effect of perceived convenience and perceived benefits on interest in using the J&T application, Express to consumers at the Duren Jaya Bekasi branch.

THEORETICAL BASIS

1. Administration

In (Kamaluddin 2017:1) Administration is defined as "the whole process of cooperation" between two or more people based on a certain rationality in order to achieve predetermined goals by utilizing certain facilities and infrastructure in an efficient and effective manner.

According to (Rahman 2017:4) Administration is the entire process of organizing in every human group cooperative effort to achieve certain goals.

2. Business

Definition of business according to Musselman in (Kamaluddin 2017:7) is the totality of activities organized by people who are not involved in industry and commerce that provide goods and services to fulfill a need for improving the quality of life.

Meanwhile, according to Owen in (Nasution 2016:4) a company that deals with the distribution and production of goods that are later sold to the market or provide an appropriate price for each of its services.

3. Perception of Ease

Ease of use also means that data technology can reduce a person's effort, both time and energy to study or use it because basically people believe that data technology is easy to understand and does not make it difficult for users to carry out their work. according to (Monisa 2013:5) Perceived convenience is the degree to which a person believes that using technology requires little effort. Thus, every data input is felt to be easy to use by consumers, so that consumers have no difficulty in using this service application.

Meanwhile, according to Nasution in (Ahmad & Pambudi, 2013:12) states that the intensity of the user and the interaction between the user (user) and the system also shows the ease of technology that has commands that are easy to understand will affect a person's perception that the technology is easy to use.

According to Sun and Zhang in (Wibowo et al., 2015:444) identify the dimensions of perceived ease consisting of:

- a. Ease to Learn (Easy to learn).
- b. Easy to Use (Easy to use).
- c. Clear and Understandable (Clear and easy to understand).
- d. Become Skillful (Become skilled).

4. Benefit Perception

Perceived usefulness is a belief about the decision-making process. If a person feels sure that the system is useful then he wants to use it. On the other hand, if a person believes that the data system is less useful, then he does not want to use it.

Then according to (Monisa, 2013:16) Perceived usefulness is the degree to which a person thinks that using a system will improve his or her performance.

According to Cahyo in (Pratama & Suputra, 2019:27), Perceived Usefulness is capable of being used advantageously or can be used for profitable purposes.

Venkatesh and Davis in (Anisa & Suprajitno, 2020:17) divides the dimensions of perceived usefulness into the following:

- a. The use of the system can improve individual performance (improves job performance).
- b. The use of the system is able to increase the level of individual productivity (increases productivity).
- c. The use of the system can increase the effectiveness of individual performance (enhances effectiveness).
- d. The use of the system is useful for individuals (the system is useful).

5. Usage Interest

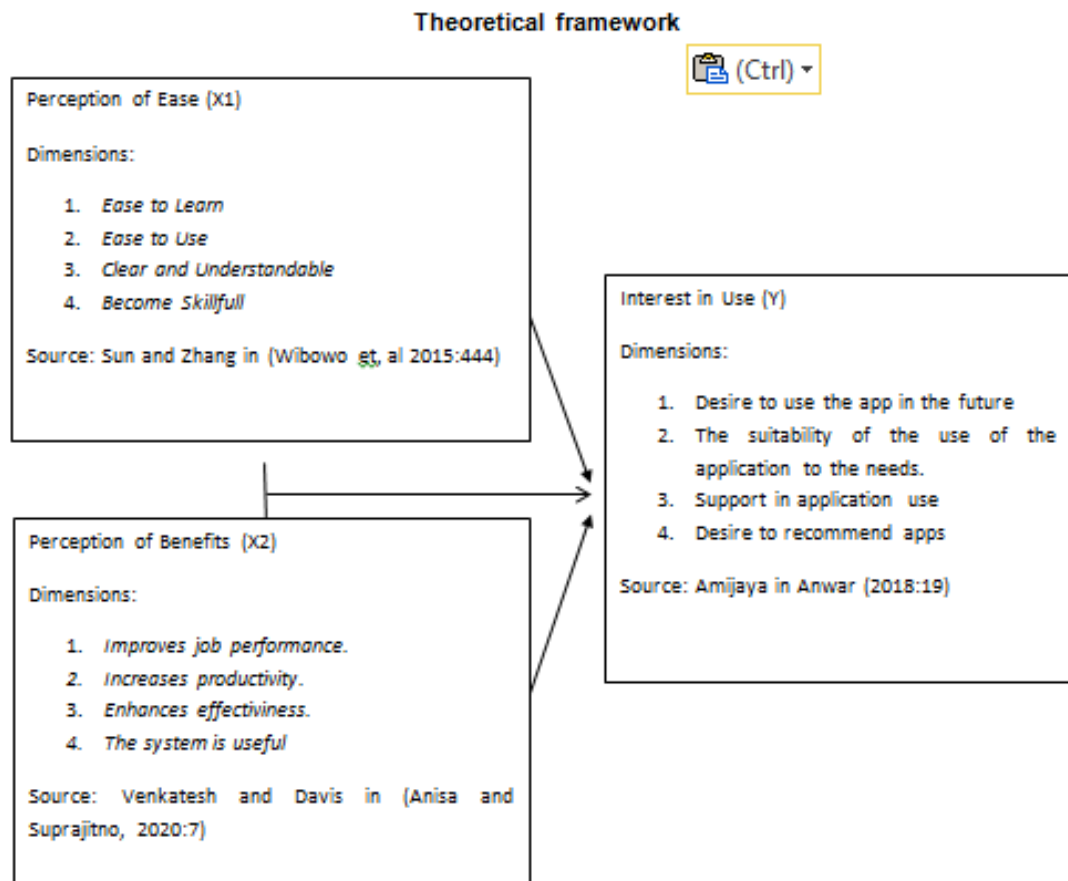
Information users believe that information systems, which are more flexible, easy to understand and easy to operate as characteristics of ease of use.

according to (Tony Sitinjak, 2019:31) Interest in use can be said that someone will be interested in using a technology if he believes that the technology can improve its performance and the technology can also be used easily or with minimal effort.

Amijaya in (Anwar, 2018:13) divide the dimensions of interest in use into the following:

- a. Desire to use the app in the future
- b. Suitability of application use with needs.
- c. Support in application use
- d. Desire to recommend apps

Theoretical framework



RESEACH METHOD

The research population is J&T Express consumers at the Duren Jaya Bekasi branch. Researchers use the formula:

Hair (et, el.)

Information:

Number of indicators x 5, 10, 15

$n = 24 \text{ indicators} \times 5 = 120 \text{ respondents}$

The number of samples set is 120 samples. This is in accordance with the recommendations of Hair et al. (2006:742) which recommends the number of samples of observation data at least 5 times the parameters to be estimated or at least 100. In this study there were 24 question items from dependent and

independent indicators used so the minimum sample used must be taken is equal to $5 \times 24 = 120$ Samples. This is done by using google form and distributing questionnaires online.

In addition to this, this study uses a type of accidental sampling technique, which is a sampling technique based on coincidence, namely anyone who has sent regular packages on J&T Express.

In this study, the authors used reliability tests and validity tests to ensure that the data used were valid. Data was collected by compiling a list of questions that would be asked to respondents in the form of a questionnaire and then the data that had been collected would be processed using the SPSS program.

RESULT AND DISCUSSION

1) Validity test

The validity test of the three variables concluded that the t-count value on all items used was more than 0.3 or more significant than the t-table value. Thus all, item statements in all variables are valid.

2) Reliability Test

Perceived benefits (X2), and interest in use (Y), the result of Cronbach's alpha calculation is > 0.60 . Based on this, it can be concluded that the list of questionnaire statements is reliable.

3) Classic assumption test

Normality test

The results of the normality test showed that the significance value of the residual model from Perception of Ease and Perception of Benefits that influenced Interest in Use was 0.076, so it can be said that the residual model of this study was normally distributed, because the Significance value was greater than 0.05 ($0.076 > 0.05$).

Multiple Linear Regression Test

The results showed that the coefficient value for the perceived convenience variable was 0.098 and for the perceived benefit variable was 0.83 which had a positive effect on the interest in use variable, because the significant

value of the perceived convenience and perceived benefits variable was not greater than 0.05.

Correlation Test (R Test)

Based on the results of the correlation test, the R value of 0.777 was obtained. This shows that there is a strong correlation between the perceived convenience variable and the perceived usefulness of the variable interest in use.

Determination Test (R Square Test)

Based on the research, the R Square value was 0.603 or 60.3%. This shows that the effect of perceived convenience and perceived benefits on interest in use is 60.3%, while 39.7% is influenced by other variables not included in this study. Meanwhile, the number of regression model errors in predicting the value of purchasing decisions is 2.438 (standard error of the estimate).

T test

The calculated T value for the perceived convenience variable is 3.785 while the T table value is 1.980, so that the HO is rejected because the value of T count is greater than the T table value ($3.785 > 1.980$), so it can be concluded that the variable perception of convenience partially has an influence positive and significant on the purchasing decision variables.

As for the perceived benefit variable, the value for the T count is 6,000 while the T table value is 1,980, so HO is rejected because the value of the T count is greater than the T table value ($6,000 > 1,980$), so it can be concluded that the perceived benefits partially have an effect positive and significant on the variable interest in use.

F test

In this study, the calculated F value was 89.023 and the F table value was 3.07 ($N_1 = 2$ and $N_2 = 117$). This means that the value of calculated F is greater than F table ($89.023 > 3.07$), so that HO is rejected, which means that the perceived convenience variable and the perceived benefit simultaneously have a positive and significant effect on the variable interest in use, because it has fulfilled the F count requirements. $> F$ table and significant < 0.05 .

CONCLUSION AND RECOMENDATION

Conclusion

The results of the research on perceived convenience and perceived benefits on interest in using the J&T Express application at the Duren Jaya Bekasi branch, namely:

- 1) The effect of perceived ease of use on interest in use gets an interpretation value of 4.26 which means good or high.
- 2) The effect of perceived benefits on interest in use gets an interpretation value of 4.21 which means good or high.
- 3) The effect of perceived convenience and perceived benefits on interest in use is 60.3%, while 39.7% is influenced by other variables not included in this study.

REKOMENDATION

Suggestions for producers to create a program where the program can increase the perception of ease of application users such as: having easy-to-understand features, creating tutorials on how to use applications on social media and J&T Express applications to be able to provide benefits when using applications, so that the benefits of the application J&T Express can be felt by its users.

REFERENCES

BOOK

Kamaluddin, A. (2017). *Administrasi Bisnis*. Makassar: CV Sah Media.

Rahman, M. (2017). *Ilmu Administrasi* (Sobirin (ed.)). Makassar: CV Sah Media.

JOURNAL

Ahmad, & Pambudi, B. S. (2013). Pengaruh Persepsi Manfaat, Persepsi Kemudahan, Keamanan Dan Ketersediaan Fitur Terhadapminat Ulang Nasabah Bank Dalam Menggunakan Internet Banking (Studi Pada Program Layanan Internet Banking Bri). *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.

Anisa, R., & Suprajitno, D. (2020). Pengaruh Persepsi Kebermanfaatan, Persepsi Kemudahan Penggunaan, dan Kepuasan Wajib Pajak Terhadap Penggunaan E-Filing Bagi Wajib Pajak di Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(4), 595–609. <https://doi.org/10.32639/jimmba.v2i4.644>

Anwar, M. F. (2018). *Pengaruh Persepsi Kegunaan, Kepercayaan, dan Resiko Terhadap Minat Menggunakan Mobile Banking*.

Kamaluddin, A. (2017). *Administrasi Bisnis*.

Martina Monisa. (2013). Persepsi Kemudahan Dan Kegunaan Opac Perpustakaan

Unair. *Universitas Airlangga*, 2(1), 1–6. [http://journal.unair.ac.id/download-fullpapers-Jurnal Martina.pdf](http://journal.unair.ac.id/download-fullpapers-Jurnal%20Martina.pdf)

Nasution, F. (2016). *Bab i bisnis dalam perusahaan*. 1–265.

Pratama, A. B., & Suputra, I. D. G. D. (2019). Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan, dan Tingkat Kepercayaan Pada Minat Menggunakan Uang Elektronik. *E-Jurnal Akuntansi*, 27, 927. <https://doi.org/10.24843/eja.2019.v27.i02.p04>

Rahman, M. (2017). *Ilmu Administrasi* (Sobirin (ed.)).

Tony Sitinjak, M. (2019). Pengaruh Persepsi Kebermanfaatan Dan Persepsi Kemudahan Penggunaan Terhadap Minat Penggunaan Layanan Pembayaran Digital Go-Pay. *Jurnal Manajemen*, 8(2), 27–39.

Wibowo, S. F., Rosmauli, D., & Suhud, U. (2015). Pengaruh Persepsi Manfaat, Persepsi Kemudahan, Fitur Layanan, Dan Kepercayaan Terhadap Minat Menggunakan E-Money Card (Studi Pada Pengguna Jasa Commuterline Di Jakarta). *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 6(1), 440–456. <https://doi.org/10.21009/jrmsi.006.1.06>