

PENGARUH *MINDFULNESS* TERHADAP *PURCHASE INTENTION* LAYANAN *RIDE-HAILING* PADA APLIKASI GOJEK DI SURABAYA

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mempelajari bagaimana *Mindfulness* mempengaruhi niat beli layanan *ride-hailing* pada aplikasi Gojek di Surabaya. Studi ini mengidentifikasi elemen-elemen seperti *Perceived Ease of Use*, *Perceived Usefulness*, dan *Mindfulness* yang berperan dalam membentuk niat beli konsumen, serta bagaimana elemen-elemen ini berinteraksi untuk mempengaruhi keputusan pembelian. Penelitian ini menggunakan *Technology Acceptance Model* (TAM) dan *Mindfulness Technology Adoption* (MTA) sebagai dasar teoritis. Data dikumpulkan melalui survei dan dianalisis menggunakan metode *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa *Mindfulness* mempengaruhi *Perceived Usefulness* dan *Perceived Ease of Use*, yang pada gilirannya mempengaruhi *Customer Purchase Intention*. Temuan ini memberikan wawasan penting bagi perusahaan layanan *ride-hailing* seperti Gojek untuk merancang strategi pemasaran yang lebih efektif dan sesuai dengan kebutuhan serta preferensi konsumen di Surabaya.

Kata kunci: Kesadaran Penuh, Niat Beli, Kegunaan yang Dirasakan, Kemudahan Penggunaan yang Dirasakan, Model Penerimaan Teknologi

***THE EFFECT OF MINDFULNESS ON
THE INTENTION TO PURCHASE RIDE-HAILING SERVICES
ON THE GOJEK APPLICATION IN SURABAYA***

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ABSTRACT

The aim of this study is to examine how Mindfulness affects the purchase intention of ride-hailing services on the Gojek app in Surabaya. This study identifies elements such as Perceived Ease of Use , Perceived Usefulness, and Mindfulness that play a role in shaping consumer purchase intention, as well as how these elements interact to influence purchase decisions. The study employs the Technology Acceptance Model and Mindfulness Technology Adoption as the theoretical foundation. Data were collected through surveys and analyzed using Structural Equation Modeling (SEM) methods. The results indicate that Mindfulness influences Perceived Usefulness and Perceived Ease of Use , which in turn affect Customer Purchase Intention. These findings provide valuable insights for ride-hailing companies like Gojek to design more effective marketing strategies that align with the needs and preferences of consumers in Surabaya.

Keyword: Mindfulness, Purchase Intention, Perceived Usefulness, Perceived Ease of Use, Technology Acceptance Model (TAM)