The Effect of Perceived Usefuless, Perceived Ease Of Use and Compability With Lifestyle on Consumer Interest in the In-Drive Application (Case Study of 12th Grade Students of SMA Negeri 11 Medan)

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ABSTRACT

Your research aims to find out whether there is an influence of perceived usefulness, perceived ease of use and compatibility with social media on consumer interest in using in- drive applications among grade 12 students at SMA Negeri 11 Medan. The population used in this research is grade 12 students. SMA Negeri 11 Medan The number of samples used was 100 respondents. The analysis technique used was multiple limescale analysis with the help of the SPSS application. perceived ease of use (perception of ease of use) has a positive and significant influence on consumer interest in the in- drive application at class 12 of SMA Negeri 11 Medan, while cempalio lifestyle compatibility with Gaza Budur) has a positive and significant influence on consumer interest in the in drive application in class 12 of SMA Negeri 11 Medan and Perceived szafulness perceived ease of use, and compatibility with lifestyle has a positive and significant influence on consumer interest in the application, m- devve in class 12 of SMA Negeri 11 Medan. Based on the calculation of the coefficient of determination ($R2$) test with an Adjusted R Square value of 0.619. This shows that the effect of perceived usefulness, perceived ease of use, and compatibility with lifestyle has an effect of 61.9% on consumer interest in the In Drive application for 12th grade students of SMA Negeri 11 Medan, the remaining 38.1% is influenced by other variables not examined in this study.

Keywords:*Perceived usefulness, perceived ease of use, and compatibility with lifestyle Consumer interest.*

I.   INTRODUCTION

In today's era, technology is developing very rapidly in Indonesia, where technology has an impact on business and economic development. Technological

advances also have a major impact on people's lives, which are instant and fast, many people are looking for new ways to make all their daily activities easier and also adjust to their lifestyle. Technological advances also have different influences from time to time according to their sophistication, this makes all information in the world easily spread quickly via the internet (Puwati et al. 2020).

APIII (Association of Indonesian Internet Service Providers) has conducted a survey regarding the number of internet users and percentage in Indonesia in 2021. The survey explained that in Indonesia internet users reached 210 million. The survey revealed that the level of internet penetration grew by 77.02% where 210,026,769 people from a total of 272,682,600 Indonesian people were connected to the internet in 2021. there was an increase in the percentage of the internet from the previous year in 2018 the percentage was at 64.80% and then increased in 2019-2020 using an internet percentage of 73.70% (Agus Tri Haryanto, detiknet, 2022) In January 2022, the number of internet users in Indonesia was only 202 million people. Trendingly, the number of internet users in Indonesia continues to increase every year for a decade Lastly. The number of internet users in the country was recorded to have increased by 142.5 million from January 2013 which was only 70.5 million people.
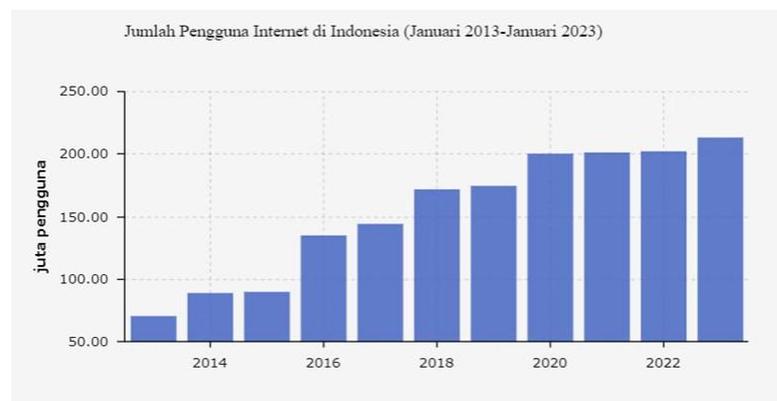

Figure 1
Internet Usage Data in Indonesia

The data above explains that Indonesia is one of the countries with the largest population of internet users in the world. The results of the We Are Social report, there were 204.7 million internet users in Indonesia as of January 2022. This number has a slight increase of 1.03% from the previous year. In January 2022, it was recorded that internet users in Indonesia were 202.6 million. Internet usage in Indonesia has

continued to increase in the past five years. The difference with 2018, currently internet usage in Indonesia has increased very significantly by 54.25%. Currently, internet usage in Indonesia has reached 73.7% of the entire community in early 2022. Of the total Indonesian population, there were 277.7 million people in 2022.

The increasing development of the internet has also had an impact on class 12 students of SMA NEGERI 11 Medan, many of whom use the In-Drive application. to use online transportation, where the features of the In-Drive application are easy to use by all groups, especially students.

Based on Hirschman and Stendalam Ujang Sumarwan (2011;163) defines consumer interest as the similarity of consumers to make purchases impulsively, unreflectively, in a hurry, and driven by emotional psychological aspects of a product and influenced by persuasion from marketers. Consumer interest grows because of a motive based on attributes that are in sync with their ideals and needs in using a service, according to this, the analysis of how the process of interest originates from consumers is very crucial to do.

Furthermore, consumer interest is also influenced by Perceived usefulness where Perceived usefulness is how confident a person is in the usefulness and benefits of a system that can improve performance, which means that a person is confident that using the system can improve performance when someone believes that using the system will be useful, they will use it, and when they don't believe it, they will not use it (Oktania, 2022)

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Furthermore, consumer interest affects Compatibility with lifestyle where, Compatibility with lifestyle means an individual who makes a decision to choose a lifestyle using a system that they adjust to their lifestyle (Oktania, 2022). Lifestyle is a person's way of life which is said to be with their activities, interests and income to

buy something with their money and determine the time. In other words, lifestyle is an individual's life pattern that comes from activities, interests, and income. Lifestyle also provides an overview of how a person lives their life, how to buy something with their income, and how they manage their time and personal life and this leads to the characteristics of the individual (Hermansyur & Aditi, 2017).

The development of the era has made the paradigm of society slowly change, at this time many people choose to use online transportation. At this time many millennials like convenience, one of them is a 12th grade student of SMA NEGERI 11 Medan. Everything that does not want to be bothered is very meaningful for the online transportation business today. The development of technology also has an impact on e-commerce which makes it easier for people to do activities. One application that makes it easier for people today is In-Drive. Initially In-Drive was an abbreviation for Independent Drivers which was formed from a social media group. Along with the developments that occurred.

In-Drive is a company that provides online transportation In-Drive application was founded in 2012 in Yakutsk, which is one of the coldest cities in Russia and globally In-Drive is an international online transportation service with more than 150 million users operating in more than 700 cities in 47 countries In-Drive is the second largest ride-hailing and taxi application in the world based on downloads, this software was founded by Arsen Tomsky. The presence of the In-Drive application is very helpful and makes it easier for people to order online motorcycle taxis. Not only that, In-Drive also provides several features such as motorbikes (go-ride), car trips (go-car), intercity package delivery couriers and moving.
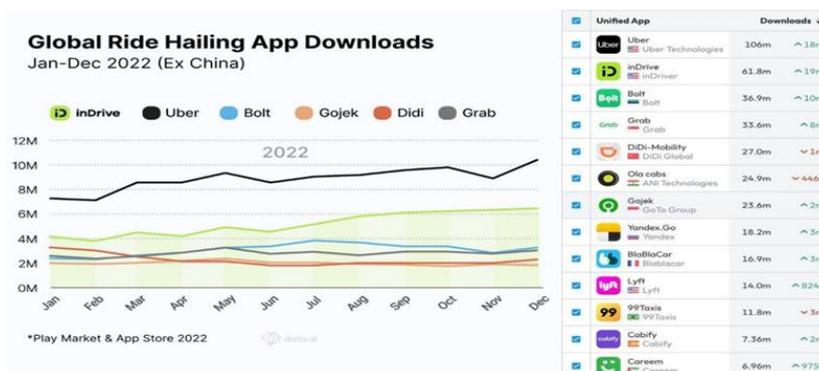

Figure 2
Ridesharing Apps Ranking By Total Downloads

Looking at image 1 In-Drive is at level 2 on Google Play Downloads in January 2022 which was taken from the site www.sensortower.com. The success of this software in introducing its services is so good that in a fairly short time In-Drive can be in that position. In-Drive can form the desired service by consumers with a short process, the price that can be negotiated can determine the type of car and the available driver is very attractive to consumers to use In-Drive to meet their needs Before making a purchase, a general purchase decision can be interpreted as an individual's thoughts, evaluating various options and making a choice in a product from so many products. The purchasing decision becomes the selection of an action comes from two or more alternative choices (Sandadji and Sopiah 2019).

In accordance with the conflict that has been described, the author is interested in conducting research and making the conflict that occurred a research topic by taking the title "**THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND COMPATIBILITY WITH LIFESTYLE ON CONSUMER INTEREST IN IN-DRIVE APPLICATIONS**".

II.   LITERATURE REVIEW

Definition of Perceived Usefulness

Perceived usefulness is how confident a person is in the usefulness and benefits of a system that can improve performance. Which means that a person believes that the system can improve performance. When someone believes that using the system will be beneficial, they will use it, and when they don't believe it, they will not use it (Oktania, 2022). Perceived usefulness is the extent to which a person believes that the usefulness and benefits of using a particular technology can improve their performance, meaning that a person believes that using the technology can improve their performance (Davis, 2019).

According to Scientific et al., (2020) said that perception is the process that a person chooses to measure and define stimuli into a picture that has meaning and makes sense. A person takes action based on his perception which does not care whether the perception is accurate or not to describe reality. This is the same as the emergence of a system that will be prepared in different ways by someone.

As according to experts, perceived usefulness is a system that can provide convenience and benefits that can give a good impression to consumers and the perceptions that consumers have can attract and use it. Furthermore, perceived usefulness means the level of a person's belief that the use of a particular system will compensate for performance (Secondarya, 2006).

Definition of perceived ease of use

Perceived ease of use is the extent to which a person believes that the ease of using a particular technology will be free from effort (Davis, 2019). Perceived ease of use is how much someone believes in the ease of using a particular system and without spending more effort. Which has another meaning, someone has confidence in the system to easily use it without spending more effort (Oktania, 2022). User convenience is how confident someone is in the system to use it without more effort (Muflihhadi & Rubiyanti, 2020).

According to Scientific et al., (2020) say if perceived ease of use if it is successful and can be used easily without a difficult process when consumers use it. Users in the information system recognize that this system has results that are flexible, easy to understand and easy to use for user convenience. The convenience that the system provides for users is arranged to make it easier for users, in other words, convenience can be interpreted as a service that is easy to understand and easy to use, so that users easily understand how to use it.

Definition of Lifestyle Compatibility

Compatibility can be defined as the suitability felt by consumers that the technology used can meet their needs and is in accordance with their lifestyle, where each consumer has a different lifestyle (Aristio et al., 2019). Compatibility is the suitability that consumers experience for a system that is used to complement the needs according to the lifestyle of each consumer. Compatibility with lifestyle means that an individual who makes a decision to choose a lifestyle uses a system which they adjust to their lifestyle (Oktania, 2022).

Lifestyle is a person's way of life which is said to be his activities, interests and income to buy an item with his money and determine his time. In other words, lifestyle is a pattern of individual life that comes from activities, interests and income.

Lifestyle also gives an idea of how a person lives their life, how to buy things with their income, and how they manage their personal time and this leads to the individual's characteristics (Hermansyur & Aditi, 2019).

Definition of Consumer Interest

Consumer interest is a purchase tendency to make purchases in the future, but measurements of purchases are generally made to maximize predictions of actual purchases themselves. Consumer interest is a consumer feeling which wants to make an online transaction. Consumer interest describes a consumer's desire to make purchases from the internet (Oktania, 2022). Consumer interest is an individual who wants and determines and buys a product, based on what was previously experienced in determining, to do and consume the product (Izzah Nur Masyithoh & Ivo Novitaningtyas, 2021).

III.   METHODS

This This research design contains an associative research approach using quantitative methods. Quantitative method is a research model based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study to produce a conclusion. The type of data used in this study is quantitative data in the form of data from the results of respondents' answers which will be tabulated into numbers. The data will be processed using SPSS (statistical program for social science) using the aim of receiving accurate calculation results and making it easier to manage data, as a result it is more perfect.

Primary data in this study were obtained by distributing questionnaires online, questionnaires are data collection techniques that are carried out by giving written questions to respondents to answer. This method is used to obtain data on respondents' responses regarding perceived usefulness, perceived ease of use, and lifestyle compatibility.

Sugiyono (2021) asserts that data collection techniques are the most crucial phase in research since they serve the researcher's primary goal, which is to obtain reliable data. There are a number of ways to collect data, including the following:

1. Observation, namely by making direct observations on the object of research.

2. Questionnare, namely data collection using a list of questions / questionnaires that have been prepared in advance and given to respondents.

IV. RESULTS
Classical Assumptions

1.Normality Test
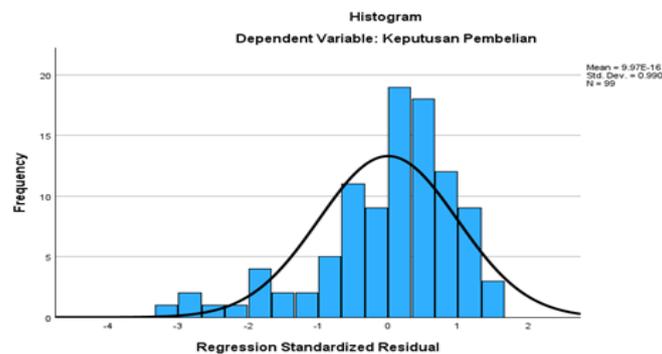
a .Normal P-P Plot Graph Approach

Figure 3
Normal Probability Plot Test

Figure 3 illustrates how the image displays points that follow the diagonal line of the data. This suggests that the residuals of the researcher are within typical limits. However, to further ensure that along the diagonal line is normally distributed, the Kolmogorov-Smirnov test is carried out.
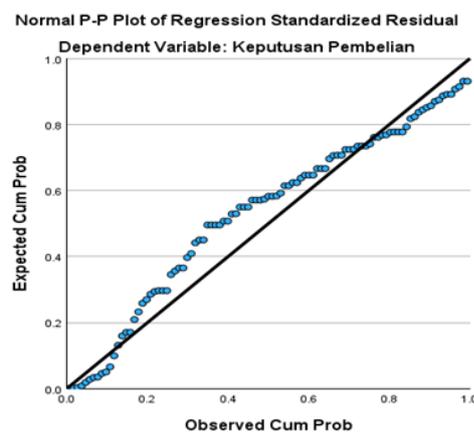
b. Histogram Approach

Figure 4
Histogram Normality Testing Results

The bell-shaped distribution of data in Figure 4 shows that the variables are normally distributed, meaning they do not vary to the left or right.

2. Multicollinearity Test

Table 1
Multicollinearity Test

Coefficientsᵃ

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	.108	.357		.302	.764		
	x1	.012	.013	.007	.900	.370	.745	1.342
	x2	.008	.014	.005	.536	.593	.745	1.342
	x3	.990	.008	.997	127.382	.000	.745	1.342

a. Dependent Variable: y

Based on Table 1, it is known that the VIF value of the variables perceived usefulness. (X1), perceived ease of use. (X2) and compatibility with lifestyle (X3) are 1.342 < 10 and the Tolerance Value is 0.745 > 0.1, so the data does not experience multicollinearity.

3. Heteroscedasticity Test

Scatterplot
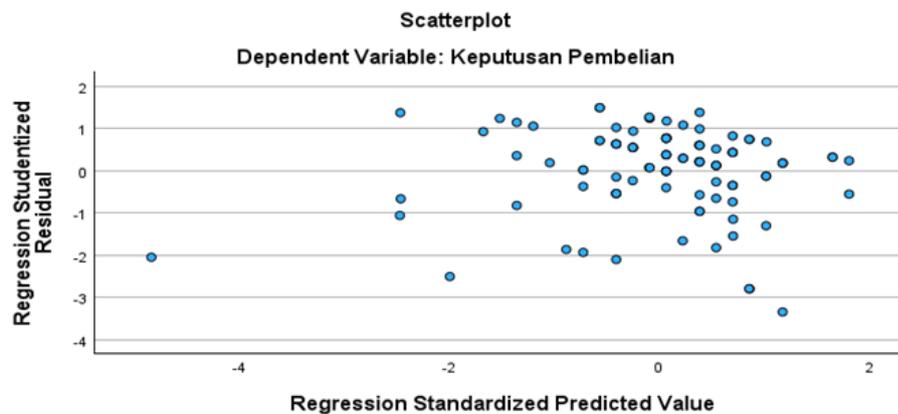**Dependent Variable: Keputusan Pembelian**

Figure 5
Heteroscedasticity Test

Based on Figure 5, it is known that there is no clear pattern and the dots spread above and below the number 0 on the Y axis, so based on the graphical method there is no heteroscedasticity in the regression model worth using.

Hypothesis Test Results

Test t (Partial Test)

This partial test aims to test or confirm the hypothesis individually. This partial test, in the results of the ordinary least square (OLS) statistical calculation is shown by tcount. In detail, the results of tcount are explained in the following table:

Table 2
Partial Test (t)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.549	1.914		1.332	.18
	(X1)	.214	.069	.223	3.104	.00
	(X2)	.648	.071	.658	9.169	.00
	(X3)	.990	.079	.997	7.382	<.00

a. Dependent Variable: (Y)

From the table 2 above, it can be seen that the results of the regression analysis obtained a coefficient for the perceived usefulness variable of 0.214, for the perceived ease of use variable, of 0.648, for the compatibility with lifestyle variable of 0.990, with a constant of 2.549 so that the regression equation model obtained is as follows:

$$Y=2.549 +0.214 +0.648 +0.990$$

The results of the analysis using the SPSS program produced the following results:

1. The effect of X1 on Y

   It is known that the sign value is 0.03 <0.05 and the calculated t value is 3.104> 1.984, so that it can be concluded that H1 is accepted.

2. The effect of X2 on Y

   It is known that the sign value is 0.01 < 0.05 and the calculated t value is 9.169 > 1.986 so it can be concluded that H2 is accepted.

3. The influence of X3 on Y

   It is known that the sign value is 0.01 <0.05 and the t-count value is 7.382 > 1.986 so it can be concluded that H3 is accepted.

F test (simultaneous)

This simultaneous test aims to test or confirm the hypothesis that explains that there is a significant influence of perceived usefulness, perceived ease of use,

compatibility with lifestyle on consumer interest in the in-drive application (case study of grade 12 students of SMA Negeri 11 Medan)".

Table 3
Simultaneous Test (F)

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	181.633	3	90.572	80.758	<.001ᵇ
	Residual	3.727	96	.039		
	Total	813.360	99			

a. Dependent Variable: (Y)

b. Predictors: (Constant), (X3), (X1), (X2)

Based on table 3 above, it can be seen that the significance value is 0.001 < 0.5 and the F count value is 80.758 > 3.09, so these results can prove that the variables perceived usefulness, perceived ease of use compatibility with lifestyle simultaneously has a positive and significant effect on consumer interest.

Test of Determination Coefficient (R²)

The coefficient of determination (R2) essentially measures how far the sample's ability to indicate the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small R2 value means that the ability of the independent variables to explain the variation of the independent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variables.

Table 4
Determination Coefficient Test (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792ᵃ	.627	.619	1.059

a. Predictors: (Constant), (X3), (X1), (X2)

With Table 4 above, the R (Correlation Coefficient) is 0.792. This shows that there is a strong relationship between perceived usefulness, perceived ease of use, compatibility with lifestyle on consumer interest in the in-drive application. The results of the determination coefficient analysis (Adjust. R Square) are 0.619 or

(61.9%). This shows that the percentage of the influence of perceived usefulness, perceived ease of use, compatibility with lifestyle on Consumer Interest in the in-drive application increased by 61.9%, the remaining 0.381 (38.1%) is influenced by other variables not examined in this study.

1.   The Effect of Perceived Usefulness on consumer interest

Based on the t-test that has been conducted, it is known that the calculated t-value> t-table 3.104> 1.984 and the significant value is 0.03> 0.05, so it can be concluded that H1 there is an influence between the perceived usefulness variable (X1) on Consumer Interest (Y).

According to Arta (2020), perceived usefulness is a system that is useful in its use, so many consumers will be more interested and decide to use the service. Consumers who have a high perception of benefits will be motivated to use the system. Based on the results of respondents' answers to the questionnaire distributed to 100 respondents, good results were obtained for the perceived usefulness variable. It appears that in-drive consumers are confident that the application will shorten passengers' time compared to having to wait for public transportation.

2.   The Effect of Perceived Ease of Use on consumer interest

Based on the results of the t test, it is known that the t-count> t-table value is 9.169> 1.984 and a significant value of 0.01 <0.05 so it can be concluded that H2 is accepted, which means that there is an influence between variable X2 on Y. perceived ease of use or perceived ease of use can affect consumer interest. This is because perceived ease of use affects consumer confidence in technology. perceived ease of use is the ease of use felt by passengers, for example using a mobile application Davis (2021).

Based on the results of respondents to questionnaires that have been distributed to 100 respondents, there are good results on the perceived ease of use variable. It can be seen that consumers agree that the menu choices in the in drive application have many choices such as motorbikes, cars from 4 people to 6 people, courier delivery, to delivery of goods between cities. Consumers also agree that by using this application it will be easy to find transportation because the application has many operations in all cities. The results of this study are in line with the research of

Dyah Anggita Febriyani (2020) which states that perceived ease of use affects consumer interest.

application.

3.   The Effect of compatibility with lifestyle on consumer interest

Based Based on the results of the t test, it is known that the t-count> t-table value is 7.382> 1.984 and a significant value of 0.01 <0.05 so it can be concluded that H3 is accepted, which means that there is an influence between variable X3 on Y. Lifestyle is a way of life that is reflected in activities, interests, income. Lifestyle compatibility can examine whether the use of a product or service can run according to the consumer's lifestyle (Anisa Idawinarti 2021).

Based on the results of respondents to the questionnaires that have been distributed to 100 respondents, there are good results, namely that there are many young people, especially school children, who use the in drive application. Many young people now use the application because it optimizes time, especially school children will prefer the application to facilitate lifestyle, but not a few young people also use the in drive application because of prestige.

The results of this study are in line with Eko Sandy's research (2020) which states that compatibility with lifestyle has a positive effect on consumer interest.

4.   The Effect of perceived usefulness, perceived ease of use, and compatibility with lifestyle on consumer interest

Based Based on the results of the simultaneous test or f-test, it can be seen that the significant value is 0.001 <0.5 and the f-count value is 80.758, these results can prove that the variables perceived usefulness, perceived ease of use, and compatibility with lifestyle together (simultaneously) have a positive and significant effect on the Consumer Interest variable. This is shown from the results of the questionnaire that has been distributed that there are many consumers who have been helped by the In Drive application, because it has made it easier for many consumers to carry out activities easier and more efficiently.

According to (Hussein 2022) perceived usefulness is defined as a person or organization's trust in a system that can facilitate their work. The results of this study are in line with research (Debby Cynthia Kumala, Joshua Wilson Pranata, Sienny Thio

2020) which states that perceived usefulness, perceived ease of use, and compatibility with lifestyle are related to consumer interest.

work.

V.   CONCLUSION AND SUGGESTION

Based on the results of the tests that have been carried out, there are problems Based on the research hypothesis, the following conclusions were obtained

1. Perceived usefulness (X1) has a positive and significant influence on consumer interest (Y) in the in-drive application among grade 12 students of SMA Negeri 11 Medan.

2. Perceived ease of use (X2) has a positive and significant influence on consumer interest (Y) in the in-drive application among 12th grade students of SMA Negeri 11 Medan.

3. Compatibility with lifestyle (X3) has a positive and significant influence on consumer interest (Y) in in-drive applications for grade 12 students of SMA Negeri 11 Medan.

4. Perceived usefulness (X1), perceived ease of use (X2), and compatibility with lifestyle (X3) have a positive and significant influence on consumer interest (Y) in the in-drive application among 12th grade students at SMA Negeri 11 Medan.

5. Based on the calculation of the determination coefficient test (R2) with an Adjusted R Square value of 0.619. This shows that the influence of perceived usefulness, perceived ease of use, and compatibility with lifestyle has an influence of 61.9% on consumer interest in the In application. Drive on 12th grade students of SMA Negeri 11 Medan, the remaining 38.1% influenced by other variables not examined in this study.

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