

## **Abstract**

As a results of hypothesis testing that has been done using SEM analysis it turned out that of the nine hypotheses were tested 7 of them were accepted two hypotheses H3 and H6 are rejected . Hypothetical alternative 1a which stated that the Computer/smartphone Self Efficacy (CSE) has a significant effect on Perceived Usefulness ( PU ) turned out to be acceptable . Hypothesis 1b stated that the Computer Self- Efficacy ( CSE ) significantly effect on Perceived Ease of Use ( PEU ) turned out to be accepted. For hypothesis 1c . namely " Computer /smartphone Self Efficacy ( CSE ) have significant effect on the Perceived Credibility ( PC ) " turns out to be accepted . Hypothesis 2 is written " Perceived Ease of Use ( PEU ) a significant effect on Perceived Usefulness ( PU ) " was acceptable . From the results of the LISREL output also it can be seen that hypothesis 3 which is " Perceived Ease of Use ( PEU ) have a significant effect on the Perceived Credibility ( PC ) " was rejected . For hypothesis 4 . which states that " Perceived Credibility ( PC ) a significant effect on Perceived Usefulness ( PU " turned out to be accepted. Hypothesis 5 . namely " Perceived Usefulness ( PU ) have a significant effect on interest in using online transportation application ( BI ) " was accepte . Hypothesis 6, which states that " Perceived Ease of Use ( PEU ) have a significant effect on interest in using online transportation application ( BI ) . " turns out to be rejected d. While hypothesis 7 is says that " Perceived Credibility ( PC ) have a significant effect on interest in using online tranportation application ( BI ) " turned out to be acceptable . The overall path coefficient of H1a , H1b , H1c , H2 , H4 , H5 and H7 significant at  $p < 0.05$  , thus showing support for this hypotheses . From the results of this research there are some advice for the commerce industry namely it is important for the management of online tranportation to pay more attention to factors that significantly affect the usage of e commerce by customers : Computer/smartphone Self Efficacy , Perceived Usefulness , Perceived Ease of Use , Perceived Credibility . It should be noted in this regard that the Perceived Usefulness and Perceived Credibility has a direct influence on the interest in using online tranportation application while Perceived Ease use has an indirect influence of the interest in using online tranportation application is through its influence on Perceived Usefulness.

Keywords: customer acceptance, e commerce, online tranportation application , technology acceptance model