ANALYSIS OF FACTORS AFFECTING STUDENT BEHAVIOR IN USING GO-FOOD SERVICES (CASE STUDY OF FEBI IAIN SALATIGA STUDENTS)

Nindya Mustika[1], Saifudin[2]

[1&2] Faculty of Islamic Economics and Business, Salatiga State Islamic Institute, Indonesian
Coresponding Author : *saifudin@iainsalatiga.ac.id*

Abstract

This study discusses what factors are the basis for IAIN Salatiga students to use or not use Go-Food services. In this study, the primary data collection method was used: an online questionnaire and statements prepared on a Likert scale where the respondents were students of FEBI IAIN Salatiga. The theory in this research uses the Theory Planned Behavior and Technology Acceptance Model. There are six variables of concern in this study, namely the variables of Attitude of Use, Subjective Norms, Perceived Behavioral Control, Usefulness, and Ease of Use. Then the results of this study are to accept the four hypotheses and reject one hypothesis, which will be explained in the description below.

Keywords: e-Commerce; Go-Food; Theory Planned Behavior; Technology Acceptance Model.

1. INTRODUCTION

Is there anyone in the '20s who is not acquainted with technology? Information and Communication Technology is a tool or program to get added value in producing fast, complete, accurate, transparent and up-to-date information (Munir, 2009). Therefore, Information and Communication Technology can be interpreted as anything to make it easier for humans to distribute information quickly and effectively, either in programs or equipment. We can feel the benefits of technology that is very rapid at this time in various fields. Starting from the ease of communicating, finding information, expressing, to shopping and paying bills, we can all do it on the internet because of technological developments.

One of the most *booming* things lately is the emergence of various *electronic commerce (e-commerce)* platforms in Indonesia that make it very easy for us, especially those who have a shopping hobby. According to Jony Wong (2010: 33), *e-commerce* is the buying, selling, and marketing goods or services through electronic systems such as radio, television,

computer networks or the internet. Where the form or type of *e-commerce* is very much and varied. In Indonesia itself, in the past decade, many young pioneers have emerged who have brought about drastic changes to trading activities because they have succeeded in moving buying and selling activities that initially had to be done face-to-face between producers and consumers, to be carried out only with *smartphones* and internet networks. Buying and selling sites that currently dominate the market include buying and selling online tickets (such as Traveloka, Tiket.com, Booking.com, Pegipegi, Agoda, and others), purchasing and selling goods and necessities (such as Lazada, Shopee, Tokopedia). Buka, Blibli.com, and others), and there is also *e-commerce* that is very helpful in fulfilling transportation needs such as Go-Jek, Grab, Uber, and others.

According to Wahyusetyawati (2017), transportation is a public means used to transport goods and people from one place to another. *Online* transportation is an example of application-based technology development, which has been exceptionally well received since its emergence because it is considered one of the best innovations today. Go-Jek is the top *online* transportation company created by the nation's children, namely Michaelanglo Maron and Nadiem Makarim as pioneers of the application which was founded in 2010 in Jakarta where at that time Go-Jek only had 20 drivers and still used a call centre system whose function was as liaison between passengers and Go-Jek drivers. However, currently, Go-Jek is available in more than 50 big and small cities in Indonesia, and the application has been downloaded more than 10 million times on iOS and Android and reported from the official Gojek website: 2017 that Go-Jek has three values: Speed, innovation, and Social Impact. Speed has the definition of serving quickly and continuously, learning and growing from the experience. The invention has a purpose of always offering new technologies that can change the lives of consumers. Social impact has the definition of providing the maximum positive social impact for the people in Indonesia.

In addition, Go-Jek is not only in transportation services, but this platform continues to expand its wings from time to time until various features appear, including, Go-Food (food delivery), Go-Send (delivery goods), Go-Box (freight forwarding services), Go-Car and Go-Bluebird (car delivery service), Go-Tix (ticket purchase service, so customers don't have to bother queuing), Go-Pulsa (to purchase credit), Go-Bills (to make payments), Go-Glam and Go-Massage (salon treatment), to Go-Clean (house cleaning service).

One of the features that most attract the author's attention is Go-Food, where its use is constructive in providing consumption needs, especially for individuals who like practical things and do not have spare time to cook or meet their own consumption needs. Through Go-Food, we can order various types of food as long as the restaurant has partnered with Go-Food. This will undoubtedly lead to a mutualistic relationship where consumers can quickly get the food they want, and the restaurant will benefit from the marketing done on Go-Food.

The current use of Go-Food is not only among the middle and upper classes. Still, it can be done by anyone from all walks of life, young, adult to old and workers, homemakers, and university students who are identical to boarding houses and like things unique in nature. Practical. From the background described above, the authors are very *interested* in researching what factors are factors for a student, especially at FEBI IAIN Salatiga, to use Go-Food services to support the fulfilment of their consumption needs.

The author's observations found the phenomenon that in Salatiga City, especially IAIN Salatiga, the interest in using Go-Food services was still relatively low, even though if viewed from the benefits, the use of this application should always be crowded and never lonely because it supports the fulfilment of consumption needs efficiently, quickly, and practically. For this reason, in this study, the author will go directly to the respondents to find out what things influence them to use or not use Go-Food services.

The novelty in this study uses six variables adopted from the *theory Planned of Behavior* and *Theory Acceptance Model,* namely the independent variables consisting of *Behavioral Attitudes* (Attitudes for Use), *Subjective Norms* (Subjective Norms), *Perceived Behavioral Control* (Control of Perceived Behavior), *Perceived Usefulness* (Usability), *Perceived Ease of Use* (Ease of Use), and *Behavior* (Behavior) as the dependent variable. The six variables will be applied to prove how the relationship and what factors are behind and affect the behaviour of FEBI IAIN Salatiga students towards the use of Go-Food services. In addition, the novelty can also be seen from the object, namely, this research was conducted with a sample of students at FEBI IAIN Salatiga, where research with the same theme had never been performed before. So it is hoped that the results of this study can enrich the literature research belonging to IAIN Salatiga.

2. LITERATURE REVIEW

In this study, two theories were used, namely the *theory Planned of Behavior* and *Theory Acceptance Model (TAM)* with a five-variable approach which will be explained further below:

Theory Planned of Behavior (TPB)

The type of theory that can measure the level of acceptance of the use of technology is the *Theory of Planned Behavior* or TPB. TPB is an extension of the *Theory of Reasoned Action* (TRA). TRA is a theory of reasoned action with one belief in which that person's reaction to something determines a person's attitudes and behaviour. In TRA, a person's interest in behaviour is formed based on two factors, namely attitudes towards behaviour and subjective norms. Ajzen then adds constructs that do not exist in TRA. The construct is perceived behavioural control (*perceived behavioural control*). This construct is added to the TPB model, which aims to control the behaviour of individuals who are limited by their shortcomings and the limitations of the lack of resources used in carrying out their behaviour (Chau and Hu, 2002 in Jogiyanto, 2007). The TPB model explains that the behaviour that a person shows arises because of the person's interest to behave. In TPB, behavioural interest or intention is determined based on 3 main factors: attitude toward behaviour or *attitude toward behaviour*, subjective norm or *subjective norm*, and *perceived behaviour control*.

Technology Acceptance Model (TAM)

The TAM model also adopts the Theory of Reasoned Action (TRA), which studies models from social psychology related to the determinants of behaviour (Ajzen & Fishbein, 1980). A person's reaction and perception of something will determine that person's attitude and behaviour. TAM is a model that was created to analyze the factors that determine the acceptance of information technology which not only predicts but also explains user behaviour that has a causal relationship between belief (*belief*) on the benefits of an information system and the ease of its use, attitude (*attitude*), relationship of user behaviour (*user behaviour relationship*), the actual use interest (*intention*) of the *user of* an information system (Fred Davis, 1989).

The TAM model uses five constructs that have been modified from TRA (*Theory of Reasoned Action*), namely perceptions of *perceived ease of use* (*perceived ease of use*), perceptions of usefulness (*perceived usefulness*), *attitude toward using* (*attitude toward*

using), behavior to keep using (*behavioural intention to use*), as well as natural conditions in the use of the system (*actual system usage*).

From the two theories above, the authors choose five variables, namely a combination of the model framework that has been described in The *Theory of Planned Behavior* and the *Technology Acceptance Model* as follows:

1) *Behavioural Attitudes*

Based on the theory of planned behaviour, according to Ajzen (2006), attitude is one of the factors why a human's behaviour is carried out. In this case, the philosophy of use will be tested against several students of IAIN Salatiga in the use of Go-Food. Is the ease of use will increase student dependence on this application. So with that, the authors make the following hypothesis:

H_1: The attitude of use has a positive effect on the behaviour of IAIN Salatiga students in the use of Go-Food services.

2) *Subjective Norms*

Ajzen (2007) argues that subjective norms are how much motivation a person has to follow other people's views on his behavior. Subjective norms refer to the pressure from the environment received by a person to do or not do something. In this case, the component of the subjective norm is the people around Go-Food consumers. Where currently, Go-Food has been accepted by the community and has become a prevalent thing, so that people should always be able to rely on and take advantage of it. So the authors formulate the second hypothesis based on subjective norms, namely:

H_2: Subjective norms positively affect the behaviour of IAIN Salatiga students in utilizing Go-Food services.

3) *Perceived Behavioral Control*

Perception of behavioural control is a person's feelings about realizing a specific action or behaviour (Ajzen, 2005). The perceived behavioural control component, in this case, is the experience gained by consumers in using Go-Food. What are the good and bad impacts that a person receives after using this application. And how can consumers remain confident to continue using Go-Food services.

H_3: Control of perceived behaviour positively affects the behaviour of IAIN Salatiga students in utilizing Go-Food services.

4) *Perceived Usefulness*

According to Davis (1993) and Al Gahtani (2001), *perceived usefulness* is how much someone believes that using a particular system will improve their performance. From the above understanding, we can conclude that goods or services will always be used if they have been used. Likewise, Go-Food, which has many benefits, is expected always to be used by IAIN Salatiga students. Then the fourth hypothesis of this study is,

H_4: Usefulness has a positive effect on the behavior of IAIN Salatiga students in using Go-Food services.

5) *Perceived Ease of Use*

Davis in Nasution (2004:5) defines ease of use or *ease of service* as a condition in which a person believes that the computer or its programs can be easily understood and understood. The intensity of use or the level of help and interaction between the user *(user)* and the system can also indicate ease. Straightforward access creates added value to increase the perception of convenience for users of technology. So the author wants to know how ease of use affects the use of Go-Food services carried out by IAIN Salatiga students.

H $_5$: Ease of use has a positive effect on the behavior of IAIN Salatiga students in utilizing Go-Food services.

6) *Behavior*

According to Skinner in the quote Soekidjo Notoadmojo (2010: 21), behavior is an individual's response or reaction to external stimuli or stimuli. In this case, what will be considered is how consumer behaviour or what things underlie someone making or not making a purchase. Researchers tested the behavior of IAIN Salatiga students who use the Go-Food application, whether they have a dependence on Go-Food or can meet their own consumption needs without relying on the Go-Food application.

RESEARCH METHOD

This study uses primary data. The data collection method was obtained by field surveys where the authors distributed online questionnaires that had to be filled out by respondents. The questionnaire contains statements using a Likert scale, which consists of a scale of 1-5 where 1: "Strongly Disagree", 2: "Disagree", 3: "Neutral", 4: "Agree", 5: "Strongly Agree". The population of this study are students who use Go-Food. At the same time, the sample and respondents are IAIN Salatiga students who use Go-Food, which were selected by random sampling. The following is data regarding the demographics of the respondents presented in table 1.

Table 1. Demographic Information

Demographic		Persentase
Gender		
Man		28.0
Woman		72.0
Age		
< 20 Years		55.0
> 20 Years		45.0
Major		
Sharia Accounting		9.0
Sharia Economics		7.0
Syariah banking		84.0

Source: Processed Data 2021

Based on table 1, it can be seen that in this study, there were 100 respondents who women dominated by 72% and men, namely the remaining 28%. Meanwhile, when viewed from the age, this study was dominated by respondents aged < 20 years by 55% while the remaining 45% were aged > 20 years. Then, because this research was first conducted at FEBI IAIN Salatiga, researchers were only able to distribute online questionnaires to three majors where respondents with Islamic Banking majors had the highest percentage of 84%, both Sharia Accounting were 9%, while the rest were Sharia Economics majoring at 7%.

Validity and reliability testing was also carried out in this study to test the research instruments used. The results of testing the validity and reliability are listed in tables 2 and 3.

Table 2. Results of KMO and Bartlett of Sphericity

Testing	Value
Sample Adequacy KMO	0.830
Bartlett of Sphericity	0.000

Source: Processed Data 2021

From the KMO and Bartlett of Sphericity tests, it can be seen in the table that the KMO value is equal to 0.830 which means the value is good because > 0.5. While the Bartlett of Spherecity value is similar to 0.000 which means, the test results are significant because <0.05. From examining this validity, it can be concluded that this research instrument is valid.

Table 3. Convergent Validity and Reliability Test

Item	Loading
The attitude of Use (CR=0.747)	
Take advantage of the Go-Food service once a week	0.694
Go-Food service is a good idea	0.773
Get used to using Go-Food, even in a state of no urgency	0.445
Subjective Norm (CR=0.716)	
Information from Go-Food is available in various media	0.692
Knowing Go-Food from the environment (social media, friends, family, advertisements, etc.)	0.674
Knowing how to use Go-Food from the environment	0.660
How to use Go-Food is easy to access	0.684
The environment provides information about Go-Food and how to use it	0.661
Get used to using Go-Food services because the environment or friends often use them too	0.694
Perceived Behavioral Control (CR=0.505)	
Use Go-Food services only in urgent circumstances	0.375
In meeting consumption needs, trying to get it yourself	0.331
Choose to endure hunger instead of having to use Go-Food services at night	0.516
Usefulness (CR=0.716)	
The existence of Go-Food is beneficial for students	0.694
Go-Food is very useful when it's urgent or not	0.575
Go-Food is very supportive in terms of providing consumption needs	0.593
Ease of Use (CR=0.861)	
Understand how to use Go-Food services	0.798
Go-Food operation is straightforward	0.778
In a short learning time, you can already master how to use Go-Food services.	0.813
Go-Food makes it easier for students to fulfil their consumption needs	0.888
Utilization of Go-Food (CR=0.773)	
Using Go-Food is a good idea	0.841
The perceived benefits of Go-Food services are huge	0.713

Source: Processed Data 2021

Table 3 shows the value of the instrument reliability test by calculating the Cronbach Alpha value. From this calculation, it can be seen that the Cronbach Alpha value for the Attitude of Use variable is 0.747, the Subjective Norm variable is 0.716, the Perceived

Behavior Control variable is 0.505, the Usability variable is 0.716, the Ease of Use variable is 0.861, and the Go-Food Utilization variable is 0.773. From the Cronbach Alpha value, there are five variables whose value is > 0.7 so it is said that the research instrument with the five variables is reliable or consistent. However, there is one variable, namely Perceived Behavioral Control which has a value of <0.7 so it can be concluded that the research instrument with the Perceived Behavioral Control variable is not reliable or inconsistent.

4. RESULTS AND DISCUSSION

The test used to prove the hypothesis is a regression test. This test aims to test and measure the effectiveness of the independent variable on the dependent variable. This test was carried out with the help of the SPSS program.

Tabel 4. Determinant Coefficient, Adjusted R Square, Result of t-test, dan F-test

	SP to PGF	NS to PGF	KPP to PGF	K to PGF	KP to PGF
Determinant Coefficient and Adjusted R					
R	0.438	0.449	0.070	0.616	0.551
R^2	0.192	0.202	0.005	0.380	0.304
Adjusted R Square	0.184	0.194	-0.005	0.374	0.297
Standardized Coefficient Beta					
T	4.827	0.449	-0.693	7.749	6.545
Sig.	0.000	0.000	0.490	0.000	0.000
Result of F test					
F	23.303	24.766	0.480	60.041	42.831
Sig.	0.000	0.000	0.490	0.000	0.000

Source: Processed Data 2021

From the results of testing the first hypothesis, it can be seen that the R-value is 0.438, the R Square value is 0.192, and the Adjusted R Square value is 0.184. From the value of R Square, it can be interpreted that the variable of usage attitude presents 19% of the variation in service utilization behavior. In other words, 81% of service utilization behavior is explained by variables other than usage attitudes. The attitude of use has a positive and significant influence on the behavior of using Go-Food services. This can be seen in the regression test results of 0.192, with a t-count value of 4.827 and a significance value of 0.000. A significance value that is smaller than 0.05 means that if the attitude of the respondent's perceived use increases, the behavior of the respondent's use of Go-Food services also increases. In testing the first hypothesis, the F-test was also performed. The test results produce an F-test value of 23,303 with a significance value of 0.000. These results show that usage attitudes affect the behavior of using Go-Food services. The philosophy of use in the form of whether or not they have used Go-Food services encourages individuals to use it again in the future. It could be that the factor of getting used to or the intensity of using Go-Food influences the use of Go-Food services.

Then from the results of testing the second hypothesis, it can be seen that the R-value is 0.449, the R Square value is 0.202, and the Adjusted R Square value is 0.184. From the R Square value results, it can be interpreted that the subjective norm variable presents 20% of

the variation in service utilization behavior. In other words, 80% of service utilization behavior is mentioned by variables other than subjective norms. Subjective norms have a positive and significant influence on the behavior of using Go-Food services. This can be seen from the regression test results of 0.202, with a t count of 0.449 and a significance value of 0.000. A significance value that is smaller than 0.05 means that if the subjective norm felt by the respondent increases, the behavior of the respondent's use of Go-Food services also increases. In testing the second hypothesis, the F-test was also performed. The test results produce an F-test value of 24.766 with a significance value of 0.000. This result means that subjective norms influence because the subjective criteria received by each individual from their environment encourage that person to take advantage of Go-Food services. This can be in the form of instant word-of-mouth promotions carried out by the environment around the respondent such as friends, relatives, or family regarding recommendations to use Go-Food services because it provides various conveniences. This makes Go-Food can be known in different circles.

Furthermore, for the results of testing the third hypothesis, it can be seen that the R-value is 0.070, the R Square value is 0.005, and the Adjusted R Square value is -0.005. From the R Square value, it can be interpreted that the perceived behavioral control variable presents only 0.5% of the variation in service utilization behavior. In other words, 95.5% of service utilization behavior is explained by other variables that do not include perceived behavioral control. Perceived behavioral control has a negative effect on the behavior of using Go-Food services. This can be seen in the regression test results of 0.005, and the t-count value is -0.693 and the significance value is 0.490. A significance value greater than 0.05 means that if the perceived behavioral control perceived by the respondent increases, the respondent's use of Go-Food services will decrease, and vice versa. In testing the third hypothesis, the F-test was also performed. The test results produce an F-test value of 0.480 with a significance value of 0.490. This result means that perceived behavioral control harms the use of Go-Food services. This also means that how control is exercised by each individual to do or not to do something does not encourage the individual to take advantage of Go-Food services. Behavioral control refers to something that causes the individual to hold back his behavior, so the higher the perception of a person's behavior control, the lower the use of Go-Food.

Next, from the results of testing the fourth hypothesis, it can be seen that the R-value is 0.616, the R Square value is 0.380, and the Adjusted R Square value is 0.374. From the R Square value, it can be interpreted that the usability variable presents 38% of the variation in service utilization behavior. In other words, 62% of service utilization behavior is explained by variables other than usability. Usability has a positive and significant influence on the behavior of using Go-Food services. This can be seen from the results of the regression test of 0.380, with a t-count value of 7.749 and a significance value of 0.000. A significance value that is smaller than 0.05 means that if the perceived usefulness of the respondent increases, the behavior of the respondent's use of Go-Food services also increases. In testing the fourth hypothesis, the F-test was also performed. The test results produce an F-test value of 60,041 with a significance value of 0.000. This result can be interpreted that usability affects the behavior of using Go-Food services. The various uses of the Go-Jek application that provide Go-Food services in the form of facilitating the provision of such consumption for each individual encourage the individual to take advantage of Go-Food services. This can be due to the nature of students who tend to like practical things and do not need to spend a lot of energy to fulfil their consumption so that they are interested in using Go-Food services repeatedly.

Finally, we can see from the results of the fifth hypothesis test, the R-value is 0.551, the R Square value is 0.304, and the Adjusted R Square value is 0.297. From the R Square

value, it can be interpreted that the ease of use variable presents 30% of the variation in service utilization behavior. In other words, 70% of service utilization behavior is explained by variables other than ease of use. Ease of use has a positive and significant influence on the behavior of using Go-Food services. This can be seen from the regression test results of 0.304, with a t-count value of 6.545 and a significance value of 0.000. A significance value that is smaller than 0.05 means that if the perceived ease of use of the respondent increases, the behavior of the respondent's use of Go-Food services also increases. In testing the fifth hypothesis, the F-test was also performed. The test results produce an F-test value of 42.831 with a significance value of 0.000. For this reason, it can be interpreted that ease of use affects the behavior of using Go-Food services. The convenience offered from using Go-Food through the Go-Jek application for each individual encourages the individual to take advantage of Go-Food services.

CONCLUSIONS AND SUGGESTIONS

From the results of the research above, it can be concluded:
1) The first hypothesis is accepted. Where the variable of an attitude of use has a positive and significant effect on the behavior of respondents in the use of Go-Food services. This can be proven by a significance value of 0.000 < 0.050.
2) The second hypothesis is accepted. Where the subjective norm variable has a positive and significant effect on the behavior of respondents in the use of Go-Food services. This can be proven by a significance value of 0.000 < 0.050.
3) The third hypothesis is rejected. Where the perceived behavior control variable has no significant adverse effect on the behavior of respondents in the use of Go-Food services. This can be proven by a significance value of 0.490 > 0.050.
4) The fourth hypothesis is accepted. Where the usability variable has a significant positive effect on the behavior of respondents in the use of Go-Food services. This can be proven by a significance value of 0.000 < 0.050.
5) The fifth hypothesis is accepted. Where the ease of use variable has a significant positive effect on the behavior of respondents in the use of Go-Food services. This can be proven by a significance value of 0.000 < 0.050.

In this study, researchers are still limited to five independent and dependent variables as described above. Perhaps further research on Go-Food services can be carried out with other variables to enrich the literature. Or you can use other theories that are different from this research. The contribution of further research is undoubtedly beneficial to support and correct current research.

REFERENCES

Angelina, Jessvita, dan Edwin Japarianto. 2014. *Analisis Pengaruh Sikap, Subjective Norm dan Perceived Behavioral Control Terhadap Purchase Intention Pelanggan SOGO Department Store di Tunjungan Plaza Surabaya*. Jurnal Strategi Pemasaran, Vol.2, No.1: 1-7.

Azizah, Ayu, Popon Rabia Adawia. 2018. *Analisis Perkembangan Industri Transportasi Online di Era Inovasi Disruptif (Studi Kasus PT Go-Jek Indonesia)*. Cakrawala-Jurnal Humaniora, Vol.18, No.2: 149-156.

Hismendi. 2016. *e-commerce: Model Interaksi Jual Beli (Studi pada Pelaku Interaksi Jual Beli melalui Internet)*. Jurnal Ekonomi dan Bisnis, Vol.15, No.1: 39-40.

Maskur, Ali, Endang Tjahjaningsih, dan Adib Saeroji. 2016. *Pengaruh Norma Subjektif Dan Kontrol Perilaku Yang Dipersepsikan Terhadap Niat Pinjam KUR Mikro (Studi Pada Nasabah BRI di Pati)*. Jurnal Bisnis dan Ekonomi, Vol.2, No.5: 3-4.

Paramitha, Aldioctavia Vicka, dan Mujahidin. 2014. *Analisis Kemanfaatan dan Kemudahan Penggunaan Aplikasi Manajemen Surat dengan Pendekatan Technology Acceptance Model pada PT.XYZ Surabaya*. Jurnal Teknik Pomits, Vol.3, No.2: 216-217.

Rahayu, Siti Kurnia, Ony Widilestariningtyas, Adi Rachmanto. 2017. *Persepsi Kegunaan (Perceived Usefulness) dan Persepsi Kemudahan (Perceived Ease of Use) atas Aplikasi Sistem Informasi Keuangan Daerah (Survey pada Pemerintah Daerah Kotawaringin Barat Kalimantan Tengah)*. Majalah Ilmiah UNIKOM, Vol.13, No.1: 4-10.

Rahman, Abdul, dan Rizki Yudhi Dewantara. 2017. *Pengaruh Kemudahan Penggunaan dan Kemanfaatan Teknologi Informasi terhadap Minat Menggunakan Situs Jual Beli Online (Studi Kasus Pada Pengguna Situs Jual Beli "Z")*. Jurnal Administrasi Bisnis, Vol.52, No.1: 1-6.

Restiyani, Rusi, Nengsih Juanengsih, Yanti Herlanti. 2014. *Profil Pemanfaatan Teknologi Informasi dan Komunikasi (TIK) sebagai Media dan Sumber Pembelajaran Oleh Guru Biologi*. EDUSAINS, Vol.6, No.1: 50-66.

Sakdiyah, Lifatin, Rochman Effendi, dan Alwan Sri Kustono. 2019. *Analisis Penerimaan Penggunaan E-Learning dengan Pendekatan Theory of Planned Behavior (TPB) pada Mahasiswa Akuntansi Universitas Jember*. e-Journal Ekonomi Bisnis dan Akuntansi, Vol.6, No.1: 120-126.

Tumuwe, Riswanto. 2018. *Pengguna Ojek Online di Kalangan Mahasiswa Universitas Sam Ratulangi Manado*. HOLISTIK, Vol.11, No.21A: 1-19.