

## **ABSTRACT**

*Logistics management is an important element in industry and business, playing a role in the smooth delivery of goods both domestically and abroad. The ability to manage logistics well including in terms of time, cost, quantity and quality makes it a major asset for the Company. Among the many choices of logistics companies in Indonesia, JNE stands out as one of the most popular, supported by data that shows the high level of use of its services in the form of 45% of e-commerce respondents choosing JNE as their first choice.*

*The effect of perceived ease of use and perceived usefulness on intention to use with trust as a mediating variable can be found from the results of this research analysis. Data were obtained from 100 respondents who are users of JNE services who have used services at least once a month. The method used is partial least square (PLS) using SmartPLS 3.0.*

*The results showed that Perceived ease of use, perceived usefulness and trust have a positive and significant impact on intention to use. Interpretation of these results is expected to be a consideration in planning marketing strategies for PT. Jalur Nugraha Ekakurir*

**Keywords:** *Perceived ease of use, Perceived Usefulness, Intention to Use, Trust*

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