

Analisa tingkat penerimaan konsumen terhadap penggunaan electronic money : studi kasus: e-toll card Bank Mandiri = Consumer acceptance of electronic money analysis : study case E-Toll Card Bank Mandiri

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Abstrak

ABSTRAK

Skripsi ini menganalisa tingkat penerimaan konsumen terhadap penggunaan electronic money sebagai kategori produk baru untuk alternatif alat transaksi uang tunai di Indonesia. Penelitian ini diadaptasi dari Teknologi Acceptance Model (TAM). Penelitian ini bersifat kuantitatif deskriptif dan eksploratif. Dalam pengujian hipotesis digunakan regresi linear untuk mengevaluasi pengaruh hipotesis penelitian. Hasil penelitian ini mengungkapkan bahwa tingkat penerimaan konsumen terhadap e-Toll Card dipengaruhi oleh attitude towards use, intention to use, perceived compatibility, perceived security, perceived usefulness, perceived ease to use, subjective norm, dan individual mobility.

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ABSTRACT

This study analyzes consumer acceptance of electronic money which is consider as new product categories and alternative of payment tools in Indonesia. This study is based on Technology Acceptance Model (TAM) theory. This study is descriptive quantitative and exploratory quantitative research. Linear regression is used to test the hypothesis and evaluate the effect of hypothesis research. The result found that the consumer acceptance to e-Toll Card infulenced by the attitude towards use, intention to use, perceived compatibility, perceived security, perceived usefulness, perceived ease to use, subjective norm, dan individual mobility.