

Faktor-faktor yang mempengaruhi intention to use dan intention to reuse produk e-money card = Factors influencing intention to use and intention to reuse e-money card

Frisca Listyaningtyas, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20389906&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh dari faktor-faktor yang mempengaruhi tingkat penitimaan e-money card di Jabodetabek. Metode purposive sampling digunakan dalam pemilihan sampel data dan diperoleh sampel sebanyak 300 orang dengan detail 150 untuk responden user dan 150 orang non user e-money card (Flazz BCA, e-Money / E-toll / E-mOney Bank Mandiri, Brizzi BRI, Prepaid Cash Card BNI, Jak Card Bank DKI, Mega Cash Bank Mega).

Penelitian ini mengintegrasikan Theory Acceptance Model (TAM) dan Theory Planned Behavior (TPB). Alat statistik yang digunakan adalah Analisis SEM. Pengolahan data menggunakan software Amos. Hasil dari penelitian ini mengindikasikan bahwa variabel yang mempengaruhi tingkat penerimaan emoney card yang terdiri dari variabel perceive ease of use, perceive usefulness, subjective norm, dan perceive behavioral control.

.....

This study aimed to examine the effect of factors affecting technological acceptance of e-money card in Greater Jakarta. Purposive sampling method used in the selection of data samples and obtained sample 300 peoples with the details 150 sample of user and 150 non-users of e-money card (Flazz BCA, e-Money / Etoll / E-Money Bank Mandiri, BRI Brizzi, Prepaid Cash Card BNI, Bank DKI Jak Card, Mega Casg).

This study integrates Theory Acceptance Model (TAM) and the Theory Planned Behavior (TPB). Statistical tool that is used is SEM analysis and data processing using Amos software. The results of this study indicate that the variables that influence the level of acceptance E-Money cards consisting of variable perceive ease of use, perceive usefulness, subject norm, and perceive behavioral control.