

Analisis pengaruh faktor eksternal terhadap minat konsumen untuk menggunakan produk bolt mobile wi fi = The analysis of factors external effect that influence consumer intention to use bolt mobile wi fi

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh faktor eksternal persepsi mobility(Perceived Mobility), Persepsi kemudahan adaptasi (Perceived Adaptivity), persepsi kecepatan akses (Perceived Processing Speed), sistem dan kualitas layanan (System and Service Quality), kepuasan (Satisfaction) terhadap persepsi kegunaan suatu produk (Perceived Usefulness), sikap(Attitude), dan minat untuk menggunakan produk (Intention to Use) pada pengguna BOLT! Mobile WI-fi. Pengolahan digunakan yaitu Structural Equation Modelling (SEM) dengan jumlah data yang berasal dari 78 responden. Hasil yang didapat adalah terdapat pengaruh antara Attitude dengan Intention To Use, Perceived Processing Speed dengan Attitude, Satisfaction dengan Intention To Use, Perceived Mobility dengan Perceived Usefulness, dan Perceived Mobility dengan System and Service Quality.

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The purpose of this paper is defining the effect of external factor (perceived mobility, perceived adaptivity, perceived processing speed, system and service quality, satisfaction, and perceived usefulness, attitude, intention to use)of BOLT! Mobile Wi-fi's users. Questionnaires were sent to 78 respondents who had bought BOLT! Mobile Wi-fi. the data was analized with Structural Equation Modeling (SEM) technique. The result indicated that attitude affected intention to use, perceived procesing speed affected attitude, satisfaction affected intention to use, perceived mobility affected perceived usefulness, and perceived mobility affected system and service quality.;