

Analisis faktor-faktor yang memengaruhi intensi penggunaan platform e-ticketing bioskop di Pulau Jawa: studi kasus M-Tix dan CGV CINEMAS = Analysis of factors influencing intention to use the cinema e-ticketing platform in Java Island: case study M-Tix and CGV CINEMAS

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Abstrak

Perkembangan teknologi informasi berbasis internet semakin mempermudah aktivitas jual beli, salah satunya dapat kita lihat melalui fenomena pertumbuhan transaksi tiket digital bioskop. Dengan mengadopsi model Unified Theory of Acceptance and Use of Technology (UTAUT) sebagai kerangka teori, penelitian ini bertujuan untuk mengetahui pengaruh dari performance expectancy, effort expectancy, social influence, facilitating conditions, dan trust terhadap behavioral intention penggunaan platform e-ticketing bioskop, khususnya pada platform M-Tix/CGV CINEMAS. Penelitian ini dilaksanakan secara kuantitatif. Sebanyak total 243 data berhasil dikumpulkan dari pengguna platform e-ticketing M-Tix/CGV CINEMAS dengan rentang usia 17-35 tahun yang berdomisili di Pulau Jawa. Kemudian data tersebut dianalisis menggunakan metode Partial Least Square- Structural Equation Modeling (PLS-SEM) melalui software SmartPLS. Hasil penelitian ini menunjukkan bahwa performance expectancy dan social influence berpengaruh positif secara signifikan terhadap behavioral intention. Kemudian, ditemukan bahwa effort expectancy, facilitating conditions, dan trust tidak berpengaruh secara signifikan terhadap behavioral intention.

.....The development of internet-based information technology has made buying and selling activities easier, one of which can be seen through the phenomenon of the growth of digital cinema ticket transactions. By adopting the Unified Theory of Acceptance and Use of Technology (UTAUT) model as a theoretical framework, this study aims to determine the effect of performance expectancy, effort expectancy, social influence, facilitating conditions, and trust on behavioral intention, especially M-Tix/CGV CINEMAS platform. This research was conducted quantitatively. A total of 243 data were collected from users of M-Tix/CGV CINEMAS e-ticketing platform with an age range of 17-35 years who live in Java. Then the data was analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method through SmartPLS software. The results of this study indicate that performance expectancy and social influence have a significant positive effect on behavioral intention. Then, it was found that effort expectancy, facilitating conditions, and trust did not significantly influence behavioral intention.