

Analisis continuance intention pengguna mobile payment. Studi kasus: pengguna T-cash di Jabodetabek = Continuance intention analysis mobile payment users. Case study: T-cash user in Jabodetabek

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Abstrak

Saat ini mobile payment sedang tumbuh dengan baik dengan nilai transaksi tumbuh tinggi dan diprediksi bakal terus tumbuh tinggi beberapa tahun ke depan, sudah ada penyedia layanan mobile payment yang harus menutup layanan mereka. Penyedia mobile payment perlu mengetahui faktor-faktor yang membuat pengguna mereka bertahan agar bisnis mereka tetap lanjut. Penelitian ini bertujuan untuk mengetahui faktor yang mempengaruhi continuance intention dari pengguna mobile payment. Penelitian ini menggunakan Lisrel dalam menguji signifikansi positif antara system quality, information quality, dan service quality terhadap trust, flow dan satisfaction kemudian melihat pengaruh dari trust, flow dan satisfaction terhadap continuance intention. Penelitian menggunakan 205 sampel pengguna mobile payment T-cash yang berdomisili di Jabodetabek. Hasilnya continuance intention pengguna mobile payment dipengaruhi tunggal oleh satisfaction, sementara system quality menjadi faktor yang paling kuat mempengaruhi satisfaction pengguna mobile payment.

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Currently mobile payment is growing well with high transaction value and predicted to continue to grow high in the next few years, there are already mobile payment service providers who have to close their services. Mobile payment providers need to know the factors that make their users survive to keep their business going. This study aims to determine the factors that affect the continuance intention of mobile payment users. This study uses Lisrel to test the positive significance of system quality, information quality, and service quality to trust, flow and satisfaction and then to see the effect of trust, flow and satisfaction on continuance intention. The study used 205 samples of T cash mobile payment users domiciled in Jabodetabek. The result of continuance intention of mobile payment user is solely influenced by satisfaction, while system quality becomes the most powerful factor affecting mobile payment user satisfaction.