

Pengaruh information quality dan self-efficacy terhadap intention to re-use mobile wallet: studi kasus: OVO = The influence of information quality and self-efficacy on intention to re-use mobile wallet: case study: OVO

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Abstrak

Fenomena penggunaan dompet elektronik semakin berkembang dengan didukungnya Gerakan Nasional Non Tunai oleh Pemerintah. Skripsi ini membahas salah satu penyelenggara m-wallet yaitu m-wallet OVO dengan batasan studi pada konsumen wanita berusia 17 tahun keatas di area JABODETABEK, skripsi ini membahas bagaimana pengaruh Information Quality dan Self-Efficacy mempengaruhi intention penggunaan kembali m-wallet OVO dengan dimediasi Perceived Ease of Use, Perceived Usefulness dan Attitude. Model penelitian ini diadaptasi berdasarkan Technology Acceptance Model (TAM) dan Information System (IS). Penelitian dilakukan dengan menggunakan desain penelitian deskriptif dengan metode kuantitatif cross sectional, dan pengambilan sampel metode non-probability sampling dengan menyebarkan kuisisioner online ke 412 responden wanita. Teknik analisis data dalam penelitian ini menggunakan metode Structural Equation Model (SEM) dan dalam penelitian ini ditemukan bahwa Perceived Usefulness dan Attitude berpengaruh secara langsung terhadap Intention untuk menggunakan kembali m-wallet OVO.

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The phenomenon of using electronic wallets is growing with the support of the Governments Non-Cash National Movement. This study discusses one of the m-wallet organizers namely m-wallet OVO with the limitation of studies on 17-year-old female consumers and above in the JABODETABEK area, this study discusses how the effects of Information Quality and Self-Efficacy influence the Intention to reuse OVO m-wallet mediated by Perceived Ease of Use, Perceived Usefulness and Attitude. This research model was adapted based on the Technology Acceptance Model (TAM) and Information System (IS). The study was conducted using descriptive research design with a cross sectional quantitative method, and sampling non-probability sampling method by distributing online questionnaires to 412 female respondents. The data analysis technique in this study used the Structural Equation Model (SEM) method and in this study it was found that Perceived Usefulness and Attitude directly affected Intention to reuse OVO m-wallet.