

Faktor-faktor yang Mempengaruhi ?Continuance Intention? Pemakaian Sistem Pembayaran Digital: Studi Kasus di Jakarta Metropolitan area Selama Pandemi COVID-19 = Factors Influencing the Continuance Intention of Digital Payment Services: A Case Study in Jakarta Metropolitan Area during the COVID-19 Pandemic

Audrey Adhiarini, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20517379&lokasi=lokal>

Abstrak

Studi ini mengkaji apakah mereka yang menggunakan layanan pembayaran digital akan tetap menggunakan fasilitas tersebut, didasari oleh faktor-faktor yang ada di dalam model UTAUT2 yang telah dimodifikasi. Berdasarkan (Shailza & Sarkar, 2019), layanan pembayaran digital telah mencapai tingkat adopsi yang terus meningkat dalam sektor-sektor baik pemerintah maupun swasta. Seiring dengan para pelaku bisnis dan organisasi mulai beradaptasi terhadap teknologi, mereka juga berlomba-lomba dalam memberikan layanan pembayaran digital yang terbaik bagi para pengguna. Kajian studi ini menggunakan 8 variabel independen (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Habit, Price Saving Orientation, dan Trust). Total responden dari kuesioner yang telah disebar terdapat sebesar 256 responden. Hasil dari studi ini adalah, lima dari delapan variabel (Effort Expectancy, Facilitating Condition, Hedonic Motivation, Price Saving Orientation, dan Trust) memengaruhi continuance intention para konsumen dalam menggunakan layanan pembayaran digital. Sementara tiga variabel lainnya (Performance Expectancy, Social Influence, dan Habit) terbukti tidak memengaruhi continuance intention para konsumen.

.....This study examines whether those who are using the digital payment services will continue to do so considering the factors that are based on the modified UTAUT2 Model. According to (Shailza & Sarkar, 2019), digital payment services has achieved increasing adoption throughout the government and private sector. Moreover, as businesses and organizations are starting to adapt to technology, all are racing in order to provide the best and most convenient digital payment services for the consumers. This study takes in 8 variables: Effort Expectancy, Performance Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Habit, Price Saving Orientation, and Trust, in order to assess their Continuance Intention to use digital payment services. The questionnaire that was distributed for this study has a total respondent of 256. The results of this study are five out of eight variables (i.e., Effort Expectancy, Facilitating Condition, Hedonic Motivation, Price Saving Orientation, and Trust) positively influenced the continuance intention to use digital payment services. While the remainder three variables (i.e., Performance Expectancy, Social Influence, and Habit) do not positively influence the continuance intention to use digital payment services.