

Pengaruh Financial Behaviour dan Perceived Value Terhadap Willingness to Pay Pada Penerimaan Teknologi 5G oleh Konsumen Generasi Z = The Influence of Financial Behavior and Perceived Value on the Willingness to Pay for the Adoption of 5G Technology by Generation Z Consumers

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Abstrak

Penelitian ini bertujuan untuk melihat pengaruh financial behavior dan perceived value terhadap willingness to pay saat akan mengadopsi teknologi 5G di kalangan generasi Z. Teknik pengumpulan data yang digunakan adalah metode survei dengan memperoleh 333 responden dari seluruh Indonesia. Pengolahan datanya menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan bantuan aplikasi SMARTPLS. Berdasarkan hasil penelitian yang telah dilakukan, diketahui bahwa semua variabel keuangan dan penerimaan manfaat memiliki dampak yang signifikan. Selain itu, didapatkan juga bahwa financial behavior dan perceived value berhasil menghubungkan variabel keuangan dan penerimaan manfaat terhadap willingness to pay.

.....This study aims to examine the influence of financial behavior and perceived value on willingness to pay when adopting 5G technology among Generation Z. The data collection technique used was a survey method, obtaining 333 respondents from across Indonesia. The data were processed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with the assistance of the SMARTPLS application. Based on the results of the conducted research, it is known that all financial variables and perceived benefits have a significant impact. Additionally, it was also found that financial behavior and perceived value successfully link financial variables and perceived benefits to willingness to pay.