

Pengaruh Perceived Usefulness, Perceived Ease of Use, Perceived Risk, dan Self-Efficacy terhadap Reusage Intention pada Uang Elektronik Go-Pay = The Effect of Perceived Usefulness, Perceived Ease of Use, Perceived Risk, and Self-Efficacy on Reusage Intention of Go-Pay Electronic Money

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh perceived usefulness, perceived ease of use, perceived risk, dan self-efficacy terhadap reusage intention. Variabel perceived usefulness dan perceived ease of use diukur dengan indikator-indikator dari Davis, variabel perceived risk diukur dengan indikator-indikator dari Featherman dan Pavlou, variabel self-efficacy diukur dengan indikator-indikator dari Compeau dan Higgins, serta variabel reusage intention diukur dengan indikator-indikator dari Davis et al. Penelitian ini menggunakan pendekatan kuantitatif melalui teknik survei, dengan jumlah responden sebanyak 200 pengguna uang elektronik Go-Pay. Analisis data dilakukan dengan analisis deskriptif dan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa terdapat dua variabel yang berpengaruh secara positif dan signifikan terhadap reusage intention yaitu perceived usefulness dan self-efficacy. Variabel perceived ease of use tidak memiliki pengaruh terhadap reusage intention dan variabel perceived risk memiliki pengaruh negatif terhadap reusage intention. Selanjutnya, ditemukan bahwa perceived usefulness, perceived ease of use, perceived risk, dan self-efficacy berpengaruh secara simultan terhadap reusage intention.

.....This research aims to examine the effect of perceived usefulness, perceived ease of use, perceived risk, and self-efficacy on reusage intention. Perceived usefulness and perceived ease of use variable was measured by several indicators from Davis, perceived risk variable was measured by several indicators from Featherman and Pavlou, self-efficacy was measured by several indicators from Compeau and Higgins, and lastly reusage intention variable was measured by several indicators from Davis et al. This research used quantitative approach through survey technique, with total respondents of 200 collected. Data analysis was done by descriptive analysis and multiple regression analysis. This research showed that there are two variables that have positive and significant effect on reusage intention that are perceived usefulness and self-efficacy. Meanwhile perceived ease of use showed no influence on reusage intention and reusage intention is negatively influenced by perceived risk. Furthermore, this research also found that perceived usefulness, perceived ease of use, perceived risk, and self-efficacy simultaneously affect reusage intention.