

Niat Perilaku Menggunakan Cryptocurrency di Indonesia: Studi Empiris Menggunakan UTAUT/2 yang Dimodifikasi = Behavioral Intention to Use Cryptocurrency in Indonesia: An Empirical Study Using Modified UTAUT/2

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Abstrak

Tesis ini meneliti secara empiris pengaruh konstruk dari UTAUT/2 yang sudah dimodifikasi terhadap behavioral intention to use cryptocurrency di Indonesia. Pengambilan sampel dilakukan dengan metode non-probability sampling menggunakan kuesioner online dalam skala Likert 1-6 dan berhasil mendapatkan 327 responden. Model penelitian dengan 12 hipotesis diuji menggunakan PLS-SEM (variance-based SEM). Hasil penelitian menunjukkan performance expectancy, effort expectancy, social influence dan facilitating conditions berpengaruh secara positif terhadap behavioral intention to use cryptocurrency. Akan tetapi, pengaruh gender dan age sebagai variabel moderasi tidak didukung oleh data yang ada.

.....The purpose of this study is to empirically examine the influence of constructs from the modified UTAUT/2 on behavioral intention to use cryptocurrency in Indonesia. The sampling technique employed non-probability sampling through an online questionnaire on a Likert scale of 1-6 and succeeded in getting 327 respondents. The research model with 12 hypotheses was tested using PLS-SEM (variance-based SEM). The results show that performance expectancy, effort expectancy, social influence and facilitating conditions have a positive effect on behavioral intention to use cryptocurrency. However, the influence of gender and age as moderating variables is not supported by existing data.