

ABSTRAK

MEGA OKTAVIA. Pengaruh *Perceived Ease of Use*, *Perceived Usefulness*, terhadap *Intention to Use* melalui *Attitude Toward Using* sebagai Variabel Intervening. Studi Kasus Pengguna OVO Cash di Mall Kelapa Gading, Jakarta Utara (di bimbing oleh Lia Amalia).

Penelitian ini memiliki tujuan untuk dapat mengetahui bagaimana Pengaruh Persepsi Kemudahan Penggunaan (*Perceived Ease of Use*), Persepsi Kemanfaatan (*Perceived Usefulness*), terhadap *Intention to Use* melalui Sikap Penggunaan (*Attitude Toward Using*) Sebagai Variabel Intervening, Studi Kasus pada Pengguna OVO Cash di Mall Kelapa Gading, Jakarta Utara. Variabel bebas dalam penelitian ini yaitu Persepsi Kemudahan Penggunaan dan Persepsi Kemanfaatan, variabel terikat adalah *Intention to Use*, dan Sikap Penggunaan sebagai variabel intervening. Populasi dalam penelitian ini adalah seluruh pengguna OVO Cash di Mall Kelapa Gading, Jakarta Utara yang tidak diketahui jumlahnya. sampel penelitian ini berjumlah 170 responden dengan menggunakan metode *Hair*. Penelitian menggunakan data primer dan sekunder. Metode analisis data yang di gunakan dalam penelitian ini adalah Analisis Jalur.

Hasil dari penelitian ini menunjukkan bahwa Persepsi Kemudahan Penggunaan dan Persepsi kemanfaatan berpengaruh positif dan signifikan terhadap *Intention to Use*, Sikap Penggunaan berpengaruh positif dan signifikan terhadap *Intention to Use*. Selanjutnya Persepsi Kemudahan Penggunaan, Persepsi Kemanfaatan dan Sikap Penggunaan berpengaruh positif dan signifikan secara bersama-sama terhadap *Intention to Use*, dan Persepsi Kemudahan Penggunaan, Persepsi Kemanfaatan berpengaruh positif dan signifikan terhadap *Intention to Use* melalui Sikap Penggunaan.

Kata kunci : *Perceived Ease of Use*, *Perceived Usefulness*, *Attitude Toward Using*, *Intention to Use*.

ABSTRACT

MEGA OKTAVIA. *The Effect of Perceived Ease of Use, Perceived Usefulness, on Intention to Use through Attitude Toward Using as Intervening Variables, Case Study of OVO Cash Users in Mall Kelapa Gading, North Jakarta (guided by Lia Amalia).*

This study aims to determine how the Influence of Perceived Ease of Use, Perceived Usefulness on Intention to Use through Attitude Toward Using as Intervening Variable, Case Study of OVO Cash Users in Mall Kelapa Gading, North Jakarta. The independent variables in this study are Perceived Ease of Use and Perceived Usefulness, the dependent variable is Intention to Use, and Attitude Toward Using as an intervening variable. The population in this study is every OVO Cash user at Mall Kelapa Gading, North Jakarta who has used OVO with an unknown amount. The sample of this study was 170 respondents using the Heir method. The study uses primary and secondary data. Data analysis method used in this study is Path Analysis.

The results of this study indicate that the Perceived Ease of Use and Perceived of Usefulness positive affect the Intention to Use, the Attitude Toward Using positive affects the Intention to Use. Furthermore, Perceived Ease of Use, Perceived Usefulness and Attitude Toward Using with the same positive affect on Intention to Use. And Perceived Ease of Use, Perception Usefulness positive affect Intention to Use through Attitude Toward Using.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Attitude Toward Using and Intention to Use*