

***Analysis of the Influence of Perceived Usefulness, Social Influence,
and Facilitating Conditions on Behavioral Intention of Contactless
Card Users***

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Abstract

This research is quantitative research which aims to determine the influence of perceived usefulness, social influence, and facilitating conditions on the behavioral intention of contactless card users. This research utilizes primary data obtained through non-probability sampling techniques, especially purposive sampling. This data was obtained through distributing questionnaires to contactless card users in the Jabodetabek area totaling 100 respondents. Data analysis in this research uses descriptive and inferential data analysis techniques with the Partial Least Square (PLS) method via SmartPLS 3.0 software. Result of. Data processing shows that (1) perceived usefulness has a significant effect on behavioral intention, (2) social influence has no significant effect on behavioral intention (3) facilitating conditions have no significant effect on behavioral intention.

*Keywords : Perceived Usefulness, Social Influence, Facilitating Conditions,
Behavioral Intention, dan Contactless Card.*

Analisis Pengaruh *Perceived Usefulness*, *Social Influence*, dan *Facilitating Conditions* Terhadap *Behavioral Intention* Pengguna *Contactless Card*

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Abstrak

Penelitian ini adalah penelitian kuantitatif yang memiliki tujuan untuk mengetahui pengaruh antara *perceived usefulness*, *social influence*, dan *facilitating conditions* terhadap *behavioral intention* pengguna *contactless card*. Penelitian ini memanfaatkan data primer yang diperoleh melalui teknik *non-probability sampling*, khususnya jenis *purposive sampling*. Data tersebut didapatkan melalui penyebaran kuesioner kepada para pengguna *contactless card* di wilayah Jabodetabek sejumlah 100 responden. Analisis data dalam penelitian ini menggunakan teknik analisis data deskriptif dan inferensial dengan metode *Partial Least Square* (PLS) melalui *software* SmartPLS 3.0. Hasil dari pengolahan data menunjukkan bahwa (1) *perceived usefulness* berpengaruh signifikan terhadap *behavioral intention*, (2) *social influence* tidak berpengaruh signifikan terhadap *behavioral intention*, (3) *facilitating conditions* tidak berpengaruh signifikan terhadap *behavioral intention*.

Kata kunci : *Perceived Usefulness*, *Social Influence*, *Facilitating Conditions*, *Behavioral Intention*, dan *Contactless Card*.