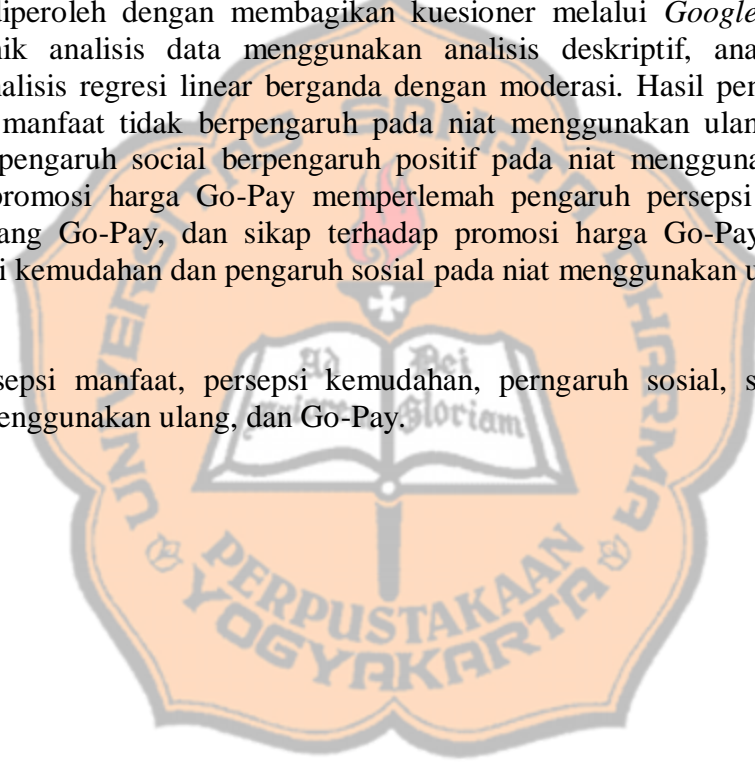


PENGARUH PERSEPSI MANFAAT, PERSEPSI KEMUDAHAN, DAN PENGARUH SOSIAL PADA NIAT MENGGUNAKAN ULANG GO-PAY YANG DIMODERASI OLEH SIKAP TERHADAP PROMOSI PENJUALAN

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Penelitian ini bertujuan untuk mengetahui: pengaruh persepsi manfaat, persepsi kemudahan, dan pengaruh sosial pada niat menggunakan ulang Go-Pay yang dimoderasi oleh sikap terhadap promosi penjualan Go-Pay. Populasi dalam penelitian ini adalah semua orang yang pernah menggunakan Go-Pay. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner melalui *Google Form* kepada 171 responden. Teknik analisis data menggunakan analisis deskriptif, analisis regresi linear berganda, dan analisis regresi linear berganda dengan moderasi. Hasil penelitian menunjukkan bahwa: persepsi manfaat tidak berpengaruh pada niat menggunakan ulang Go-Pay, persepsi kemudahan dan pengaruh social berpengaruh positif pada niat menggunakan ulang Go-Pay, sikap terhadap promosi harga Go-Pay memperlemah pengaruh persepsi manfaat pada niat menggunakan ulang Go-Pay, dan sikap terhadap promosi harga Go-Pay tidak memoderasi pengaruh persepsi kemudahan dan pengaruh sosial pada niat menggunakan ulang Go-Pay.

Kata kunci: persepsi manfaat, persepsi kemudahan, pengaruh sosial, sikap pada promosi penjualan, niat menggunakan ulang, dan Go-Pay.



THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND SOCIAL INFLUENCE ON CONTINUING USE INTENTION OF GO-PAY MODERATED BY ATTITUDE TOWARD SALES PROMOTION

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This study aims to determine: the influence of perceived usefulness, perceived ease of use, and social influence on continuing use intention of Go-Pay which is moderated by attitude toward sales promotion of Go-Pay. The population in this research was all people who had ever used Go-Pay. Sampling technique employed was *purposive sampling*. Data were obtained by distributing questionnaires through *Google Form* to 171 respondents. Data analysis techniques used were descriptive analysis, multiple linear regression analysis, and multiple linear regression analysis with moderating variable. The results showed that: perceived usefulness had no influence on continuing use intention of Go-Pay, perceived ease to use an social influence had a positive effect on continuing use intention of Go-Pay, attitude toward sales promotion weakens the effect of perceived usefulness on continuing use intention of Go-Pay, and attitude toward sales promotion did not moderate the influence of perceived ease to use and social influence on continuing use intention of Go-Pay.

Keywords: perceived usefulness, perceived ease of use, social influence, attitude towards sales promotion, and continuing use intention.