THESIS

DETERMINANT FACTORS OF CONSUMER ADOPTION TOWARD INTENTION TO USE MOBILE WALLET : A CASE STUDY INDONESIAN Y GENERATION

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PLAGIARISM STATEMENT

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Raden Agoeng Bhimasta

Yogyakarta, 20 January 2016

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Any mistake which probably happened here, unavoidably, I in the position of the researcher was the only one who has accepted that.

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ABSTRACT

The rapid development of technologies leads massive change in the way people live including how people manage transaction. In results, Many service providers in many countries start to offer mobile wallet with various benefits. The mobile suica in Japan can be referred as one of the most successful implementation. Even though there are many mobile wallet offered by services providers in Indonesia, statistic showed that only 1% of total transaction were made using mobile wallet. Hence, a study is needed to understanding consumer behaviour toward mobile wallet adoption.

To collect data, Questionnaires were distributed through both online and offline channel using convenience sampling method. 523 data from Y Generation were collected between first week of October and First week of November 2016. 17 out 523 were indentified as invalid data during data screening process, hence, only 506 data were used in data analysis. Majority of respondents already have knowledge of mobile wallet, although only half of the respondents have use experience with the mobile wallet. T-Cash was the most popular mobile wallet product in Indonesia, following by Go-Pay.

SmartPLS 3.0 was used to analyze the data using. First, the assessment of measurement model was conducted to ensure the validity and reliability, followed by the assessment of structural model to test the research hypothesis, as well as model fit, predictive relevance, and effect size of each latent variables. This study found that trust is the most important factor to affect individual's intention to use mobile wallet, followed by Habit, Social Influence, Facilitating Conditions, Trialability, and Price Value. In Contrast, factors such as Performance Expectancy, Effort Expectancy, Awareness, Network Externalities, and Hedonic Motivation were insignificant. The model proposed could explain 61% variance toward behavioral intention. The result can be utilitez by service providers to formulate better strategies.

Keywords: *mobile wallet, mobile payment, technology acceptance, technology adoption, partial least square, UTAUT2, Indonesia*

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