

THESIS

Analysis of User Acceptance of the Trans Jogja Payment System Based on the UTAUT Model: Obtaining the Rider's Perspective in Yogyakarta, Indonesia



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STATEMENT

I am the undersigned by sincerely declaring that thesis entitled:

**Analysis of User Acceptance of the Trans Jogja Payment
System Based on the UTAUT Model: Obtaining the
Rider's Perspective in Yogyakarta, Indonesia.**

I certify that all material presented here is my own work, and that any work adopted from other sources is properly cited and referenced as such. In the future, if I am proven to have conducted plagiarism within this thesis, the degree and diploma that I have obtained from University Atma Jaya Yogyakarta will be voluntarily returned to the University Atma Jaya Yogyakarta

Yogyakarta, 24 April 2018

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ABSTRACT

Background and objective: This study was conducted to address a void of research pertaining to the Trans Jogja payment system and rider perception. The analysis and data contained within this investigation could perhaps assist the organization with making future informed modifications to their payment system. The aim of this study is to analyse user acceptance of the Trans Jogja payment system and usage of methods of payment utilizing the Unified Theory of Acceptance and Use Technology Model (UTAUT) and to probe the intentions of users in as they navigate payment to ride Trans Jogja.

Methodology: This specific investigation utilizes theories within the framework of the UTAUT model. The analysis was formulated from responses from 389 Trans Jogja passengers given surveys based on the Slovin equation.

Results: The analysis of the results indicate that the moderator gender, age, and education successfully moderate the correlation of independent variables for performance expectancy, effort expectancy, social influence, facilitating conditions, and perceived credibility with intention to use Trans Jogja payment system. Furthermore, the moderator gender, age, and education has significantly positive effects on Trans Jogja payment system. In addition, performance expectancy, facilitating condition, and intention to use has significant positive on Trans Jogja payment system. The independent variable Effort expectancy, Social influence, Perceived credibility, however, has no significant impact on Trans Jogja payment system.

Conclusion: The results of study concludes that a majority of the Trans Jogja payment system riders support electronic ticket single trip user for ticketing.

Keywords: E-ticket, E-money, Trans Jogja, UTAUT Model.

PREFACE

All praise, honour and glory to my Lord Jesus Christ and St. Maria for his richest grace and mercy for the accomplishment of this thesis.

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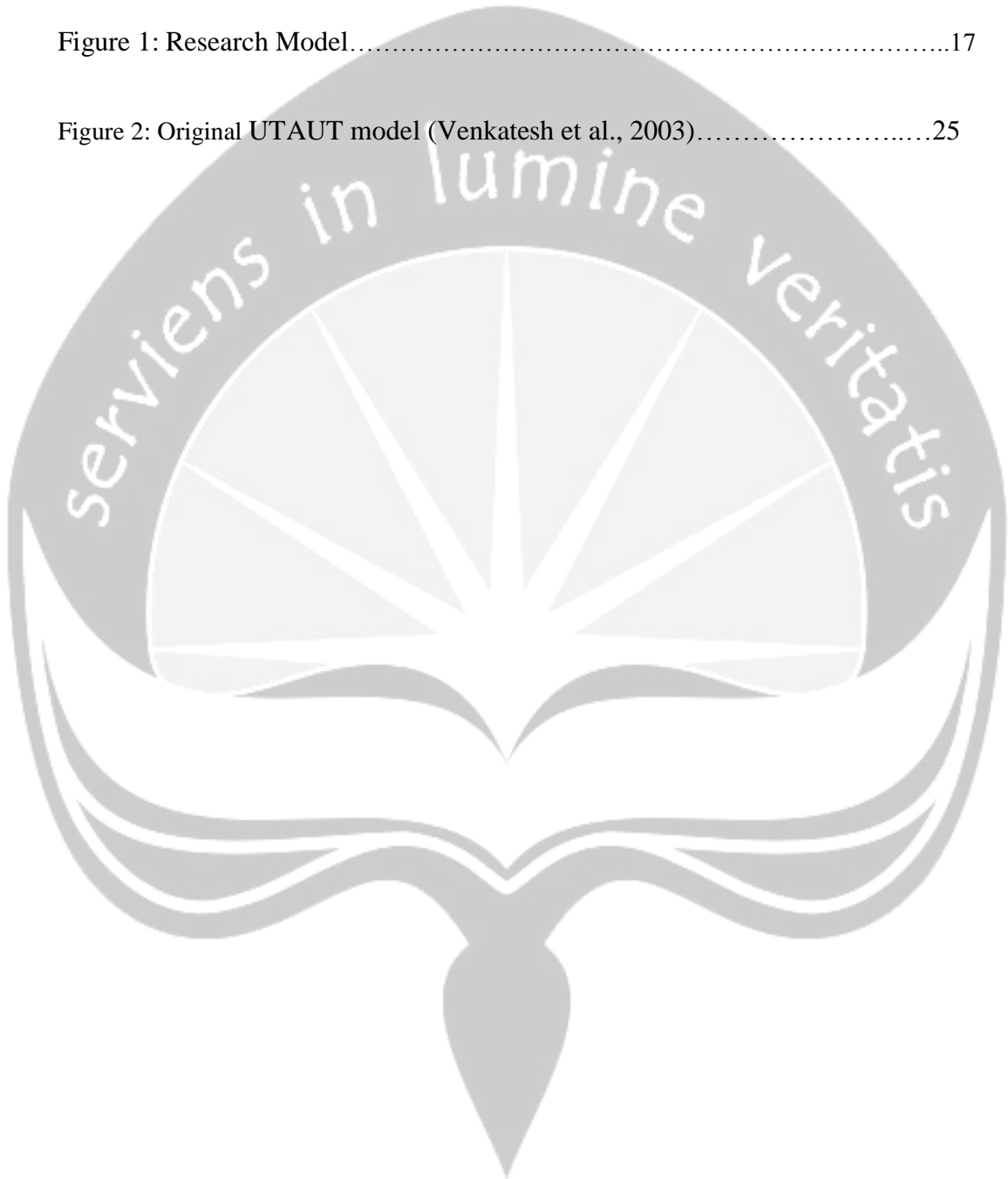
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ABBREVIATIONS



E-money	Electronic money
E-ticket	Electronic ticket
E-learning	Electronic learning
E-book	Electronic book
MRT	Mass Rapid Transit
RFID	Radio Frequency Identification
NFC	Near Field Communication
m-payment	Mobile Payment
TAM	Technology Acceptance Model
TPB	Theory of Planned of Behavior
TRA	Theory of Reasoned Action
MPCU	Model of Personal Computer Utilization
SCT	Social Cognitive Theory
MM	Motivation Model
DIY	Daerah Istimewa Yogyakarta
IS	Information System
IT	Information Technology
ANOVA	Analysis of Variance
ANCOVA	Analysis of Covariance

