FACTORS THAT INFLUENCE BEHAVIORAL INTENTION TO USE GOPAY MOBILE PAYMENT IN INDONESIA

THESIS

Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana Manajemen (S1) in International Business Management Program Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

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I, Steffy Alverina Saputra hereby declare that the thesis with the following title:

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Is really my own thinking and writing. I fully acknowledge that my writing does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.

Steffy Alverina Saputra

Yogyakarta, July 3rd, 2019

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TABLE OF CONTENTS

TITLE PAGE i

APPROVAL PAGE ii

COMMITTEE'S APPROVAL PAGE ..... Error! Bookmark not defined.

AUTHENTICITY ACKNOWLEDGEMENT iv

ACKNOWLEDGEMENT v

TABLE OF CONTENTS..... vii

LIST OF TABLES xii

LIST OF FIGURES xiii

LIST OF APPENDIXES xiv

ABSTRACT xv

CHAPTER I: INTRODUCTION……..1

1.1 Backgrounds 1

1.2 Identification of the Problems..... 5

1.3 Research Objectives..... 6

1.4 Research Limitation 7

1.5 Research Benefit 7

1.6 Writing Structure 8

CHAPTER II: LITERATURE REVIEW..... 10

2.1 Technology Acceptance Model 10

2.2 Perceived Usefulness 12

2.3 Perceived Ease of Use..... 13

2.4 Compatibility 14

2.5 Subjective Norm 15

2.6 Perceived Risk 15
2.7 Perceived Trust 16
2.8 Perceived Cost 17
2.9 Behavioral Intention to Adopt 18
2.10 Previous Studies 19
2.11 Hypothesis Development 22
2.11.1 The Influence of Perceived Usefulness Towards Behavioral to Adopt Mobile Payment 22
2.11.2 The Influence of Perceived Ease of Use Towards Perceived Usefulness 23
2.11.3 The Influence of Perceived Ease of Use Towards Behavioral Intention to Adopt Mobile Payment 24
2.11.4 The Influence of Compatibility Towards Behavioral Intention to Adopt Gopay Mobile Payment 25
2.11.5 The Influence of Subjective Norm Towards Behavioral Intention to Adopt Gopay Mobile Payment 26
2.11.6 The Influence of Perceived Risk Towards Behavioral Intention to Adopt Gopay Mobile Payment 27
2.11.7 The Influence of Perceived Trust Towards Behavioral Intention to Adopt Gopay Mobile Payment 27
2.11.8 The Influence of Perceived Cost Towards Behavioral Intention to Adopt Gopay Mobile Payment 28
2.12 Research Framework 30
CHAPTER III: RESEARCH METHODOLOGY 31
3.1 Scope of Research 31
3.2 Sample and Data Collection Method 31
3.2.1 Population and Sample 31

3.2.2 Data Collection Method 33
3.3 Operational Definition 34
3.4 Instrumental Testing 35
3.4.1 Validity Test 36
3.4.2 Reliability Test 36
3.4.3 Validity and Reliability Tests Result 37
3.5 Data Analysis Method 39
3.5.1 Descriptive Statistic of Respondents 39
3.5.2 Partial Least Squares 39
3.6 Independent Sample T-test 42
3.7 One-way ANOVA Test Analysis 42
CHAPTER IV: DATA ANALYSIS AND DISCUSSION 43
4.1 Descriptive Analysis 43
4.2 PLS-SEM Analysis 45
4.2.1 First Step: Designing Structural Model (Inner Model) 45
4.2.2 Second Step: Designing Measurement Model (Outer Model) 45
4.2.3 Third Step: Constructing Path Diagram 47
4.2.4 Fourth Step: Estimation 49
4.2.5 Fifth Step: Goodness of Fit 49
4.2.5.1 Evaluation of Goodness of Fit: Outer Model 49
4.2.5.2 Evaluation of Goodness of Fit: Inner Model 53
4.2.6 Sixth Step: Hypothesis Testing 55
4.2.6.1 Hypothesis Testing Perceived Usefulness towards Behavioral Intention 56

4.2.6.2 Hypothesis Testing Perceived Ease of Use towards Perceived Usefulness 56
4.2.6.3 Hypothesis Testing Perceived Ease of Use towards Behavioral Intention 56
4.2.6.4 Hypothesis Testing Compatibility towards Behavioral Intention 57
4.2.6.5 Hypothesis Testing Subjective Norm towards Behavioral Intention 57
4.2.6 Hypothesis Testing Perceived Risk towards Behavioral Intention 57
4.2.7 Hypothesis Testing Perceived Trust towards Behavioral Intention 58
4.2.8 Hypothesis Testing Perceived Cost towards Behavioral Intention 58
4.3 Independent Sample T-test Analysis 58
4.4 One-way ANOVA Test Analysis 60
4.5 Discussion 63
4.5.1 The Effect of Perceived Usefulness to Behavioral Intention 63
4.5.2 The Effect of Perceived Ease of Use to Perceived Usefulness 63
4.5.3 The Effect of Perceived Ease of Use to Behavioral Intention 64
4.5.4 The Effect of Compatibility to Behavioral Intention 64
4.5.5 The Effect of Subjective Norm to Behavioral Intention 65
4.5.6 The Effect of Perceived Risk to Behavioral Intention 65
4.5.7 The Effect of Perceived Trust to Behavioral Intention 66
4.5.8 The Effect of Perceived Cost to Behavioral Intention 66

4.6 Hypothesis Table 67

CHAPTER V: CONCLUSION AND RECOMMENDATION 68

5.1 Conclusion 68

5.1.1 Descriptive Analysis Conclusion 68

5.1.2 Data Analysis Conclusion 69

5.1.3 Independent Sample T-test Conclusion 70

5.1.4 One-way ANOVA Conclusion 70

5.2 Managerial Implication 70

5.3 Limitation of The Research and Recommendation for Further Research 71

REFERENCES 73

APPENDIX 81

LIST OF TABLES

Table 2.1 Previous Studies 19

Table 3.1 Questionnaire Items 34

Table 3.2 Validity and Reliability Test Result 38

Table 4.1 Characteristics of The Respondents 44

Table 4.2 Construct and Construct Dimension 46

Table 4.3 Outer Loading 50

Table 4.4 AVE (Average Variance Extracted) 50

Table 4.5 Fornell-Larcker Criterium 51

Table 4.6 Cross Loading 52

Table 4.7 Reliability Test 53

Table 4.8 R-square Result 54

Table 4.9 Path Coefficient 56

Table 4.10 Gender Independent Sample T-test Result 59

Table 4.11 Age One-way ANOVA Test Result 60

Table 4.12 Income Per Month One-Way ANOVA Test Result 61

Table 4.13 Duration of Usage One-way ANOVA Test Result 62

Hypothesis Table 67

LIST OF FIGURES

Figure 1.1 The Growth of Mobile Wallets Usage in Indonesia 1

Figure 1.2 Example of Gopay Promotion in Indonesia..... 3

Figure 1.3 Example of Gopay Promotion in Indonesia..... 4

Figure 1.4 Example of Gopay Promotion in Indonesia..... 4

Figure 2.1 Technology Acceptance Model of Davis (1986)..... 11

Figure 2.2 First modified version of Technology Acceptance Model (TAM)..... 11

Figure 2.3 Research Framework 30

Figure 4.1 Path Diagram 48

Figure 4.2 Structural Model 54

LIST OF APPENDIXES

APPENDIX I Research Questionnaire 81

APPENDIX II Respondents' Answers 86

APPENDIX III Validity and Reliability Test 99

APPENDIX IV Online Questionnaire: Data Respondents Result 108

APPENDIX V PLS-SEM Analysis 111

APPENDIX VI Test Different 120

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ABSTRACT

The main purpose of this study is to investigate the factors that influence behavioral intention to adopt Gopay mobile payment in Indonesia. This research uses online questionnaire for data collection, which is distributed to 157 respondents from all over Indonesia. This study uses PLS-SEM as the analysis tool.

The result shows that perceived cost, perceived trust, compatibility, and subjective norm have significant effect towards behavioral intention to adopt Gopay mobile payment in Indonesia. Further research can add other factors to measure consumers' loyalty to such system in Indonesia. The findings of this study can help the companies of mobile payment services in Indonesia to keep existing help the business of firms to formulate a better strategy.

Keyword: Mobile Payment, Behavioral Intention, Indonesia, Technology.