

**THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED
USEFULNESS, SOCIAL INFLUENCE AND ATTITUDE TOWARD
BEHAVIORAL INTENTION (STUDY OF TWITTER SOCIAL MEDIA)**

Thesis

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



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**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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THESIS
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Letter of Statement

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I, Bisma Kresna Dewa, hereby declared that I compiled this thesis with the following title:

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SOCIAL INFLUENCE AND ATTITUDE TOWARD BEHAVIORAL INTENTION (STUDY OF TWITTER SOCIAL MEDIA)

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

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Yogyakarta, April 19th, 2020

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Thank to Allah S.W.T who has given blessings to the author for finishing this research from the beginning until the end. So, this thesis can be done in the right time. This thesis is made to meet one of academic requirements in completion of Bachelor study of International Business Management Program, University of Atma Jaya Yogyakarta. The title that the authors propose is:

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SOCIAL INFLUENCE AND ATTITUDE TOWARD BEHAVIORAL INTENTION (STUDY OF TWITTER SOCIAL MEDIA)

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Abstract

The main purpose of this research was to investigate the influence of perceived ease of use, perceived usefulness, social influences and attitude toward behavioral intention (study of Twitter social media). A total of 150 questionnaires were distributed to the respondents with the means of Google Form. The analysis methods in this research are Descriptive Analysis, Multi Linier Regression, T-test and F-test analysis. The results from this research showed that first, Social Influence will not positively influence Behavioral Intention. Second, Perceived Ease of Use also will not positively influence Behavioral Intention. Third Perceived Usefulness will positively influence Behavioral Intention. Last, Attitude will positively influence Behavioral Intention.

Keywords: *Social Influence, Perceived Ease of Use, Perceived Usefulness, Attitude, Behavioral Intention.*

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