

**THE EFFECT OF ATTITUDE, SUBJECTIVE NORM,
PERCEIVED BEHAVIORAL CONTROL TOWARD
INTENTION TO USE
(STUDY OF SHOPEEPAY)**



Compiled by:

Cherotich Fitiri Ulda

Student ID Number: 151222071

FACULTY OF BUSINESS AND ECONOMICS

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THESIS
**THE EFFECT OF ATTITUDE, SUBJECTIVE NORM,
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Compiled by:

Cherotich Fitiri Ulda

Student ID Number: 151222071

Has been read and approved by:

Advisor



Nadia Nila Sari, SE., MBA

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Written by:

Cherotich Fitiri Ulda

Student ID Number: 151222071

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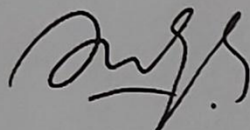
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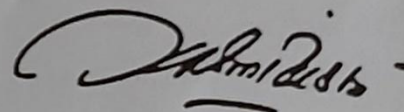
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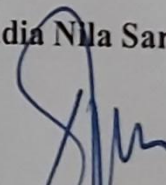
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Nadia Nila Sari, SE., MBA

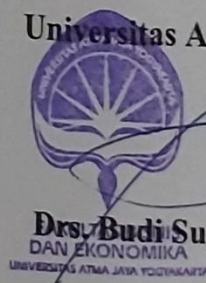


Drs. C. Jarot Priyogutomo, MBA.

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Dean of the Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta



Drs. Budi Suprpto, MBA., Ph.D.

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THESIS

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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.

Cherotich Fitiri Ulda



Yogyakarta, 20 December 2022

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(STUDY CASE SHOPEEPAY MOBILE PAYMENT)**

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Abstract

The main purpose of this research to investigate the intention of using mobile payment from the behavioral perspective with the Theory of Planned Behavior. This study investigates the influence from Behavioral Belief (Perceived Usefulness, Perceived Ease of Use, Trust, Perceived Safety), Normative Belief, Control Belief, Attitude, Subjective Norm. Perceived Behavioral Control toward intentions (research object ShopeePay). A total of 155 questionnaires were distributed to the respondents through Google Form. The analysis of this research are Descriptive Analysis, Multi Linear Regression, T-test and F-test analysis. The result from this research showed that first, from Behavioral Belief, Perceived Usefulness does not have positive influence towards Attitude, Perceived Ease of Use has positive influence towards Attitude, Trust has positive influence towards Attitude, Perceived Safety does have positive influence towards Attitude. Secondly, from Normative Belief it is proved to have positive influence towards Subjective Norm. Third, From Control Belief, it is proven that it does have positive influence towards Perceived Behavioral Control. Fourth, Attitude has positive influence towards Intentions, fifth, Subjective Norm has positive influence towards Intentions. Lastly, Perceived Behavioral Control has positive influence towards Intentions

Keywords: *Behavioral Belief, Perceived Usefulness, Perceived Ease of Use, Trust, Perceived Safety, Normative Belief, Interpersonal Influence, External Influence, Control Belief, Attitude, Subjective norm, Perceived Behavioral Control, Intentions*

Tabel Of Content

| | |
|---|-------------------------------------|
| THESIS | i |
| ACKNOWLEDGEMENT | iii |
| ACKNOWLEDGMENT | v |
| Abstract | vii |
| Tabel Of Content | viii |
| List of Figures | xi |
| List of Tables | xiii |
| CHAPTER I | 1 |
| 1.1 Background | 1 |
| 1.2 Research Problem | 6 |
| 1.3 Research Objective | 7 |
| 1.4 Research Contribution | 7 |
| 1.5 Research Limitation | 8 |
| 1.6 Previous Studies | Error! Bookmark not defined. |
| 1.7 Writing Structure | 9 |
| CHAPTER II | 1 |
| 2.1 Theory of Reasoned Action | 1 |
| 2.2 Theory of Planned Behavior | 2 |
| 2.2.1 Attitudes Toward the Behavior | 3 |
| 2.2.2 Subjective Norm | 6 |
| 2.2.3 Perceived Behavior Control | 8 |
| 2.2.4 Intention | 9 |
| 2.2.5 Behavior | 9 |
| 2.3 Previous Studies | 11 |

| | |
|--|-----------|
| 2.4 Hypothesis Development | 18 |
| 2.4.1 The Influence of Behavioral Belief Toward the Attitude | 18 |
| 2.4.2 The Influence of Normative Belief Towards the Subjective | 18 |
| 2.4.3 The Influence of Control Belief Towards the Perceived Behavioral Control | 19 |
| 2.4.4 The Influence of Attitude Towards Intention | 19 |
| 2.4.5 The Influence of Subjective Norm towards Intention | 20 |
| 2.4.6 The Influence of Perceived Behavioral Control Towards Intention | 20 |
| 2.5 Research Framework | 22 |
| CHAPTER III | 23 |
| 3.1 Research Design | 23 |
| 3.2 Research Form | 24 |
| 3.3 Population and Sample | 24 |
| 3.4 Sample Method | 24 |
| 3.5 Criteria and Number of Sample | 25 |
| 3.6 Data Collection | 26 |
| 3.7 Data Collection Method | 39 |
| 3.8 Analysis Tool | 40 |
| 3.9 Instruments Testing Techniques | 40 |
| 3.9.1 Validity Test | 40 |
| 3.9.2 Reliability Test | 43 |
| 3.10 Data Analysis Technique | 45 |
| CHAPTER IV | 49 |
| 4.1 Descriptive Analysis | 49 |
| 4.1.1 Characteristic Respondent by Gender | 49 |
| 4.1.2 Characteristic Respondent by Year of Birth | 50 |
| 4.1.3 Characteristic Respondents by The Usage of Shopeepay | 51 |
| 4.2 Regression Analysis | 52 |
| 4.2.1 The Influence of Behavioural Belief (Perceived Usefulness, Perceived Ease of Use, Trust, and Perceived Safety) Towards Attitude | 52 |

| | |
|---|-----------|
| 4.2.2 The Influence of Normative Belief (Internal and External influence) Towards Subjective Norm | 55 |
| 4.2.3 The Influence of Control Belief (Interpersonal and External Influence) Towards Perceived Behavioural Control | 56 |
| 4.3 Discussion | 60 |
| 4.3.1 The Influence of Behavioural Belief (Perceived Usefulness, Perceived Ease of Use, Trust, and Perceived Safety) Toward Attitude | 60 |
| 4.3.2 The Influence of Control Belief Towards Perceived Behavioural Control | 61 |
| 4.3.3 The Influence of Attitude Towards Intentions | 61 |
| 4.3.4 The Influence of Subjective Norms Toward Intentions | 62 |
| 4.3.5 The Influence of Perceived Behavioural Control Towards Intentions | 62 |
| CHAPTER V | 64 |
| 5.1 Conclusion | 64 |
| 5.1.1 Based on The Analysis of Respondent's Profile | 64 |
| 5.1.2 Based on The Result of Multiple Regression Analysis | 65 |
| 5.2 Managerial Implication | 66 |
| 5.3 Research Limitation | 67 |
| 5.4 Suggestion for Future Research | 67 |



List of Figures

- Figure 1.1 Fintech Payment Transaction in Indonesia
- Figure 1.2 Cashback Voucher for ShopeePay
- Figure 1.3 Free Shipping Voucher
- Figure 1.4 Shopee Coin Cashback
- Figure 2.1 Framework Theory of Reasoned Action
- Figure 2.2 Framework Theory of Planned Behavior



List of Tables

| | |
|-----------|---|
| Table 2.1 | Previous Studies |
| Table 2.5 | Research Framework |
| Table 3.1 | Operational Definition |
| Table 3.2 | Validity Test Results |
| Table 3.3 | Reliability Test Results |
| Table 4.1 | Characteristic Respondents by Gender |
| Table 4.2 | Characteristic Respondents by Year of Birth |
| Table 4.3 | Characteristic Respondents by the Usage of ShopeePay |
| Table 4.4 | The Influence of Behavioral Belief (Perceived Usefulness, Perceived Ease of Use, Trust, Perceived Safety) |
| Table 4.5 | The Influence of Normative Belief Towards Subjective Norm |
| Table 4.6 | The Influence of Control Belief Towards Perceived Behavioral Control |
| Table 4.7 | The Influence of Attitude, Subjective Norm, Perceived Behavioral Control Towards Intention |

List of Appendixes

- Appendix 1 Questionnaire in English
- Appendix 2 Questionnaire in Indonesian
- Appendix 3 Respondent's Answer Output
- Appendix 4 Validity Test
- Appendix 5 Reliability Test Perceived Usefulness
- Appendix 6 Reliability Test Perceived Ease of Use
- Appendix 7 Reliability Test Trust
- Appendix 8 Reliability Perceived Safety
- Appendix 9 Reliability Normative Belief
- Appendix 10 Reliability Test Control Belief
- Appendix 11 Reliability Test Attitude
- Appendix 12 Reliability Test Subjective Norm
- Appendix 13 Reliability Test Perceived Behavioral Control
- Appendix 14 Reliability Test Intention
- Appendix 15 T- Table
- Appendix 16 F- Table
- Appendix 17 Regression Analysis Output Perceived Usefulness

Appendix 18 Regression Analysis Output Perceived Ease of Use

Appendix 19 Regression Analysis Output Trust

Appendix 20 Regression Analysis Output Perceived Safety

Appendix 21 Regression Analysis Output Normative Belief

Appendix 22 Regression Analysis Output Control Belief

Appendix 23 Regression Analysis Output Attitude, Subjective Norm, Perceived Behavioral Control

