

Pengaruh Persepsi Kegunaan dan Persepsi Kemudahan Penggunaan terhadap penggunaan E-Payment sebagai media pembayaran yang di mediasi oleh sikap konsumen di kota Padang

Oleh

Wahyu & Yunita Engraini
Mahasiswa dan Dosen Jurusan Manajemen
Fakultas Ekonomi Universitas Negeri Padang
E-mail:
fe.unp.ac.id

ABSTRACT

Purpose - This research aims to analyze: (1) The influence of Perceived of Usefulness on Attitude Towards Using of E-payment users in the city of Padang (2) The influence of Perceived on Ease of Use on Attitude Towards Using of E-payment users in the city of Padang (3) The influence of Perceived of Usefulness with Attitude Towards Using as a mediating variable on actual e payment using in the city of Padang (4) The influence of Perceived Ease of Use with Attitude Towards Using as a mediating variable on actual e payment using in the city of Padang

Methodology - This type of research is quantitative research. The population in this study were e payment users with a total sample of 100 people taken using accidental sampling because of the unknown population.

Finding - The hypothesis in this study is (1) Perceived of Usefulness affects Attitude Towards Using of E-payment users in the city of Padang (2) Perceived on Ease of Use affects Attitude Towards Using of E-payment users in the city of Padang (3) Perceived of Usefulness with Attitude Towards Using as a mediating variable has a significant effect on actual e payment using in the city of Padang (4) Perceived on Ease of Use with Attitude Towards Using as a mediating variable has a significant effect on actual e payment using in the city of Padang

Conclusion - Based on the results of this study it can be seen that Perceived of Usefulness and Perceived Ease of Use has an effect on Attitude Towards Using by 60,3%, based on the criteria, the influence exerted is moderate. And Attitude Towards Using has an influence on actual e payment using of 77,3%. Based on the criteria, the influence exerted is strong.

Limitation – This research only limit with the some variable.

Keywords : *Perceived of Usefulness, Perceived on Ease of Use, Attitude Towards Using of E-payment, actual e payment using.*