

ABSTRAK

Adopsi Model Utaut 2 Dalam Menganalisa Pemakaian Uang Elektronik di Kota Padang, Sumatera Barat

Oleh: Fitri Rahmadhani

In recent years, new financial services have emerged using technology as an intermediary medium, one of which is electronic money (e-money) Every year transactions using electronic money continue to increase Ones of them is the use of electronic money (E-Money), so a research was conducted related to the evaluation of the nausea of E-Money in Padang City, West Sumatra. The purpose of this study was to evaluate the use of E-Money in Padang City and test the variables of the UTAUT 2 model. which influencing the use of electronic money E-Money in the city of Padang, West Sumatra.

Using quantitative methods with the Smart PLS 3 analysis technique approach with 250 respondents. The sampling determination in this study used the purposive sampling method with the calculation technique of Hair Theory.

The results of this study indicate that from Five hypotheses were tested, the majority of the hypotheses. Were accepted, Social. Influence (SI), Hedonic Motivation. (HM), Habit (HT), Behavior Intention (BI), and Use Behavior (UB). The benefit of this research is that it provides recommendations related to the UTAUT 2 Model which can be used as a consideration for future development of electronic money (E-Money).

Keywords : Social. Influence (SI), Hedonic Motivation. (HM), Habit (HT), Behavior Intention (BI), and Use Behavior (UB),, Quantitative Methods, E-Money, UTAUT 2, PLS-SEM.