ABSTRAK

Aplikasi Model TAM (*Technology Acceptance Model*)
Untuk Mengukur Pemakaian Aktual BRIZZI

Oleh: Nelsi Novita

     This study analyzes: (1) The effect of perceived of usefulness on attitude, (2) the effect of perceived ease of use on attitude, (3) the effect of attitude on actual system use. This type of research is causative research. The population in this study was all BRIZZI card users in Padang city. By using purposive sampling we use 385 customers as the respondent. This study used online questionnaires as the data collection instrument, This study analyzed the data by using structural equation modeling (SEM) with smart PLS 3.0 as the software package. The results of his study indicate that: (1) perceived of usefulness has a significant effect on attitude. (2) perceived ease of use has a significant effect on attitude. (3) attitude has significant effect on actual system use.

Keywords: Actual system use, Attitude, Perceived of usefulness, Perceived ease of use.