

**PENGARUH *PERCEIVED RISK*, *PERCEIVED EASE OF USE*,
DAN *CUSTOMER'S ATTITUDE* TERHADAP *BEHAVIORAL INTENTION TO USE E-WEDDING GIFT* DI KOTA PADANG**

TESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister
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**PROGRAM STUDI S2 MAGISTER MANAJEMEN
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CUSTOMER'S ATTITUDE TERHADAP *BEHAVIORAL INTENTION
TO USE E-WEDDING GIFT* DI KOTA PADANG**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived risk*, *perceived ease of use*, dan *customer's attitude* terhadap *behavioral intention to use e-wedding gift* di kota padang. Penelitian *explanatory research* ini menggunakan survey. *Survey explanatory* dengan pendekatan kuantitatif. Pengumpulan data pada 160 pengguna dan yang belum pernah dan berniat menggunakan *e-wedding gift* di Kota Padang dilakukan dengan teknik pengambilan sampel *purposive sampling*. Data kemudian dianalisis menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *perceived risk* berpengaruh signifikan terhadap *perceived ease of use e-wedding gift*, *perceived risk* berpengaruh signifikan terhadap *customer attitude* pada penggunaan *E-Wedding Gift*, *perceived risk* tidak berpengaruh signifikan terhadap *behavioral intention to use E-Wedding Gift*, *perceived ease of use* tidak berpengaruh signifikan terhadap *behavioral intention to use e-wedding gift*, *customer attitude* berpengaruh signifikan terhadap *behavioral intention to use e-wedding gift* serta *perceived risk* berpengaruh signifikan terhadap *behavioral intention to use* melalui *customer attitude* pada penggunaan *e-wedding gift*.

Kata Kunci: *Perceived Risk, Perceived Ease Of Use, Customer's Attitude, Behavioral Intention To Use, E-Wedding Gift*



**THE EFFECT OF PERCEIVED RISK, PERCEIVED EASE OF USE, AND
CUSTOMER'S ATTITUDE ON BEHAVIORAL INTENTION
TO USE E-WEDDING GIFT IN PADANG CITY**

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ABSTRACT

This study aims to analyze the effect of perceived risk, perceived ease of use, and customer's attitude on behavioral intention to use e-wedding gifts in the city of Padang. This explanatory research uses surveys. Explanatory survey with quantitative approach. Collecting data on 160 users and those who have never and intend to use e-wedding gifts in Padang City were carried out using purposive sampling technique. The data were then analyzed using Structural Equation Modeling - Partial Least Square (SEM-PLS). The results showed that perceived risk had a significant effect on perceived ease of use e-wedding gifts, perceived risk had a significant effect on customer attitudes on the use of E-Wedding Gifts, perceived risk had no significant effect on behavioral intention to use E-Wedding Gifts, perceived ease of use does not have a significant effect on behavioral intention to use e-wedding gifts, customer attitude has a significant effect on behavioral intentions to use e-wedding gifts and perceived risk has a significant effect on behavioral intentions to use through customer attitudes on the use of e-wedding gifts.

Keywords: *Perceived Risk, Perceived Ease Of Use, Customer's Attitude, Behavioral Intention To Use, E-Wedding Gift*

