

**PENGARUH *PERCEIVED USEFULNESS* DAN *PERCEIVED EASE OF USE* TERHADAP BEHAVIORAL INTENTION TO USE DENGAN ATTITUDE TOWARD USING SEBAGAI VARIABEL *INTERVENING* PADA PENGGUNAAN LAYANANE-WALLET DI KOTA PADANG**

**THESIS**



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**PROGRAM STUDI S2 MAGISTER MANAJEMEN  
FAKULTAS EKONOMI  
UNIVERSITAS ANDALAS  
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**THESIS**

**Diajukan Sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen Pada Program Studi S2 Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Andalas**



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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived usefulness* dan *perceived ease of use* terhadap *behavioral intention to use* dengan *attitude toward using* sebagai variabel *intervening* pada penggunaan layanan e-wallet di kota padang. Jenis penelitian yang digunakan dalam penelitian ini adalah *explanatory research*, dengan metode penelitiannya adalah *survey explanatory* yang mengedepankan metode kuantitatif. Sampelnya 155 generasi milenial pengguna layanan e-wallet di kota Padang. Teknik pengambilan sampel *purposive sampling*. Metode analisis data menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *perceived usefulness* berpengaruh positif signifikan terhadap *attitude toward using*. *Perceived ease of use* berpengaruh positif signifikan terhadap *attitude toward using*. *Perceived usefulness* berpengaruh positif signifikan terhadap *behavioral intention to use*. *Perceived ease of use* negatif tidak berpengaruh signifikan terhadap *behavioral intention to use*. *Attitude toward using* berpengaruh positif signifikan Terhadap *behavioral intention to use*. *Perceived usefulness* positif tidak berpengaruh signifikan terhadap *behavioral intention to use* dengan *attitude toward using* sebagai variabel *intervening*. *Perceived ease of use* berpengaruh positif signifikan terhadap *behavioral intention to use* dengan *attitude toward using* sebagai variabel *intervening*.

**Kata Kunci:** *Perceived Usefulness; Perceived Ease Of Use, Attitude Toward Using Behavioral Intention To Use*

**THE EFFECT OF PERCEIVED USEFULNESS AND PERCEIVED EASE  
OF USE ON BEHAVIORAL INTENTION TO USE WITH ATTITUDE  
TOWARD USING AS AN INTERVENING VARIABLE ON THE USE OF E-  
WALLET SERVICES IN PADANG CITY**

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***ABSTRACT***

This study aims to analyze the effect of perceived usefulness and perceived ease of use on behavioral intention to use with an attitude toward using as an intervening variable on the use of e-wallet services in Padang City. The type of research used in this research is explanatory research, with the research method being an explanatory survey that emphasizes quantitative methods. The sample 155 millennials are users of e-wallet services in the city of Padang. The sampling technique was purposive sampling. The data analysis method uses Structural Equation Modelling - Partial Least Square (SEM-PLS). The research results show that perceived usefulness significant positive effect on attitude toward using. Perceived ease of use has a significant positive effect on attitude toward using. Perceived usefulness has a significant positive effect on behavioral intention to use. Perceived ease of use negatively has no significant effect on behavioral intention to use. Attitude toward using has a significant positive effect on behavioral intention to use. Perceived positive usefulness has no significant effect on behavioral intention to use with attitude toward using as an intervening variable. Perceived ease of use has a significant positive effect on behavioral intention to use with attitude toward using as an intervening variable

***Keywords : Perceived Usefulness; Perceived Ease Of Use; Attitude Toward Using; Behavioral Intention To Use***