

**PENGGUNAAN QRIS PADA SEKTOR PENUNJANG
PARIWISATA KAWASAN DESTINASI WISATA SUMATERA
BARAT DENGAN PENDEKATAN METODE *TECHNOLOGY
ACCEPTANCE MODEL* (TAM) (SURVEY PADA WISATAWAN
SUMATERA BARAT)**

TESIS



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**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
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Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
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PENDEKATAN METODE *TECHNOLOGY ACCEPTANCE MODEL* (TAM)
(SURVEY PADA WISATAWAN SUMATERA BARAT)**

**Tesis Oleh Agung Perdana
Pembimbing 1 : Dr. Eri Besra, SE, MM
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan QRIS pada sektor penunjang pariwisata kawasan destinasi wisata Sumatera Barat dengan *pendekatan metode Technology Acceptance Model (TAM)* (survey pada wisatawan Sumatera Barat). Jenis penelitian yang digunakan dalam penelitian ini adalah *explanatory research*, dengan metode penelitiannya adalah *survey explanatory* yang mengedepankan metode kuantitatif. Sampelnya 250 wisatawan yang menggunakan QRIS sebagai alat pembayaran pada sektor penunjang pariwisata kawasan destinasi wisata Sumatera Barat. Teknik pengambilan sampel *purposive sampling*. Metode analisis data menggunakan *Structural Equation Modelling - Partial Least Square (SEM-PLS)*. Hasil penelitian menunjukkan bahwa *perceived usefulness* berpengaruh signifikan terhadap *behavioral intention to use QRIS*. *Perceived ease of use* berpengaruh signifikan terhadap *behavioral intention to use QRIS*. *Perceived usefulness* berpengaruh signifikan terhadap *attitude toward using QRIS*. *Perceived ease of use* berpengaruh signifikan terhadap *attitude toward using QRIS*. *Attitude toward using* berpengaruh signifikan terhadap *behavioral intention to use QRIS*. *Perceived usefulness* tidak berpengaruh signifikan terhadap *behavioral intention to use* melalui *attitude toward using QRIS*. *Perceived ease of use* berpengaruh signifikan terhadap *behavioral intention to use* melalui *attitude toward using QRIS*.

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

**USE OF QRIS IN THE TOURISM SUPPORT SECTOR IN WEST
SUMATRA TOURIST DESTINATIONS WITH THE TECHNOLOGY
ACCEPTANCE MODEL (TAM) APPROACH (SURVEY ON WEST
SUMATRA TOURISTS)**

**Thesis by Agung Perdana
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ABSTRACT

This study aims to analyze use of QRIS in the tourism support sector in West Sumatra tourist destinations with the Technology Acceptance Model (TAM) approach (survey on West Sumatra tourists). 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 is 250 tourists who use QRIS as a means of payment in the tourism support sector in West Sumatra tourist destinations. The sampling technique was purposive sampling. The data analysis method uses Structural Equation Modeling - Partial Least Square (SEM-PLS). The results of the study show that perceived usefulness has a significant effect on behavioral intention to use QRIS. Perceived ease of use has a significant effect on behavioral intention to use QRIS. Perceived usefulness has a significant effect on the attitude toward using QRIS. Perceived ease of use has a significant effect on the attitude toward using QRIS. Attitude toward using has a significant effect on behavioral intention to use QRIS. Perceived usefulness has no significant effect on behavioral intention to use through attitude toward using QRIS. Perceived ease of use has a significant effect on behavioral intention to use through attitude toward using QRIS.

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

