Technology Acceptance Model Analysis Toward Electronic Money Service Usage

A THESIS

Presented as Partial Fulfillment of the Requirements

To Obtain the Bachelor degree in Accounting Departement

:

By:

MOHAMMAD DJORDY DJATI KUSUMA

Student Number: 14312464

DEPARTMENT OF ACCOUNTING

INTERNATIONAL PROGRAM

FACULTY OF ECONOMICS

UNIVERSITAS ISLAM INDONESIA

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Defended before the Board of Examiners

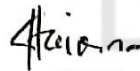On March 31, 2019 and Declared Acceptable

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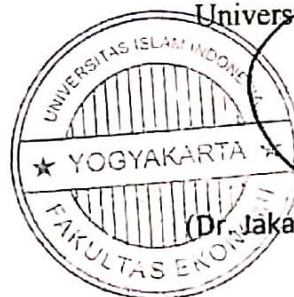
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Technology Acceptance Model Analysis Toward Electronic Money Service Usage

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DECLARATION OF AUTHENTICITY

Herein I declare to the originality of this thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expression without acknowledgement. All quotation are cited in listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulations or its consequences.

Yogyakarta, April 29th, 2019

Mohammad Djordy Djatikusuma

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بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

Assalamualaikum Wr. Wb.

All perfect praise to Allah, the Lord of the world. I bear witness that none is worthy of worship but Allah, alone with no partners and I bear witness that Muhammad is His Messenger, may Allah exalt his mention. Alhamdulillahi rabbil'alamin, I can complete this thesis entitled "Technology Acceptance Model Analysis Toward Electronic Money Service Usage".

This thesis as a partial requirement to obtain the bachelor degree in Accounting Department, International Program, Faculty of Economics, Universitas Islam Indonesia was finally finished. Hopefully, this thesis can bring benefits for the upcoming studies.

My sincere appreciation and gratitude are dedicated to everyone who has contributed in this thesis. Through this occasion, I would like to address my regards to:

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<div align="right">Yogyakarta, April 28, 2019</div>

<div align="right">Mohammad Djordy Djatikusuma</div>

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CHAPTER I

INTRODUCTION

1.1. Research Background

In modern era every human activity needs to be quick and efficient. Tools that we use for transaction has evolved through centuries. Nowdays, Money is the result of a long process. What is money? It can be defined as something of value. But over the last 10.000 years, the material form that money has taken has changed considerably—from cattle and cowrie shells to today's electronic currency (Sucsy et al., 1996)

In recent years, innovations in electronic payment instruments using cards have developed into more practical forms. Currently in Indonesia a payment instrument is being developed known as electronic money. Although it contains characteristics that are slightly different from other payment instruments such as credit cards and ATM / Debit cards, the use of these instruments remains the same as credit cards and ATM / Debit cards which are intended for payment.

According to Rivai (2007) electronic money is an electronic payment tool obtained by depositing a number in advance money to publishers, both directly, or through publishing agencies, or with bank account debit, and value the money is entered into the value of money in electronic money media, which

is expressed in units of Rupiah, which is used to make transactions payment by reducing it directly value money on money media electronics.

According to Bank Indonesia (2017), there are risks that need to be addressed about electronic money usage, such as :

1.   The risk of electronic money is lost and can be used by other parties because principle electronic money is the same as cash. Which if it is lost, it cannot be claimed to the issuer.

2.   The risk is because there is still a lack of understanding of users in using electronic money, such as users do not realize that the electronic money used is scaned more than one on the reader for the same transaction. Thus, the value of electronic money decreases greater than the transaction value.

Nowdays we are already familiar with technology. Because, it has become a necessity for humans. Before the existence of technology, people worked on something still manual. Starting from sending letters, working, and so on. In the past, humans had to send letters through the post office and the letters sent were only weeks or months later. But since technology has been created, all human work has become easier. Now sending information only takes a few minutes or even seconds. Not only that, human work has also been done by many machines and humans only have the duty to operate the machine.

Definition or definition of technology in general is science related to a tool or machine that was created to facilitate humans in solving various kinds of problems or jobs found in the world. The use of technology by mankind begins with the conversion of natural resources into various kinds of simple tools. The term technology itself comes from a combination of two words, namely techne and logos. The word techne in Greek has the meaning of skill while logos means science. In short, the notion of technology means the study of skills. The use of the term technology itself was adopted from English "Technology" since the 20th century which coincided with the end of the Second Industrial Revolution (Putri, 2018).

The role and impact of technology in both our personal and working lives is ever growing. Understanding how people shape technology and how technology shapes people's interactions with each other and the natural world is important not only for those who research, develop and implement new technologies but also for all those people and organisations that have to use those technologies in their working and personal lives (Lane, 2006). As technology grows over the year, people prefer to use latest technology to make their daily activity more simple.

According to Bank Indonesia (2017), the definition of electronic money is mentioned as a means of payment issued on the basis of the value of money deposited in advance. The value of money is stored electronically in a media server or chip, and can be transferred for the benefit of payment transactions and

or fund transfers. here are two types of electronic money, namely registered and unregistered. Registered electronic money is electronic money whose holder identity data is registered and registered with the issuer. This type of electronic money is not transferable. The second type is unregistered electronic money, the owner's identity data is not registered with the electronic money provider, just like cash If it is lost, unregistered electronic money can be used by anyone who finds it.

Electronic money plays the role of cash, only the form is different. Therefore, the value of electronic money is not given interest as the value of funds deposited in savings.Electronic money is the electronic alternative to cash. It is monetary value that is stored electronically on receipt of funds, and which is used for making payment transactions. Electronic money can be held on cards, devices, or on a server (Firpo, 2009).

Table 1.1

Electronic Money Transaction in Indonesia

Period	2016	2017	2018
Transaction (Nominal in million rupiahs)	7,063,689	12,375,469	47,198,616

Source: Bank Indonesia, 2017

According to table 1.1, e-money is one of the potential alternatives in boosting the increase in financial inclusion. Telecommunications and banking companies are competing to publish electronic money services and products.

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Almost all major banks in Indonesia currently have electronic money services, such as Mandiri e-money, BRI Brizzi, BNI Tapcash, BCA Flazz, and there are T-cash products from telecommunications companies, Telkomsel. In fact, their steps are also followed by startup businesses, startups in the field of financial technology (fintech) which have a larger scale but are very agile movements. For example Tokopedia's Tokocash, Bukadompet owned by Bukalapak and Gopay owned by Gojek.

By assuming Indonesia as a closed economic country, the increasing in the use of non-cash payment instruments or e-money can have an impact on decreasing demand for money in the community. Theoretically, a decrease in the demand for money will cause a decrease in interest rates on the money market because people will choose to use non-cash payment instruments coupled with saving money in the bank concerned (Mankiw, 2009). This makes loan costs more competitive, thereby increasing company investment and increasing national real output. So that it can be said that the use of e-money will cause economic growth.

As referred to in Bank Indonesia Regulation Number: 11/12 / PBI / 2009 concerning Electronic Money (Electronic Money) which has now been renewed into PBI Number: 18/17 / PBI / 2016, E-money is issued on the basis of advance paid money value by the holder to the publisher and the value of the money is stored electronically in a media such as a server or chip (Fadlillah, 2018).

Recently, online basis application and daily economy activity frequently colaborate with e-money service. By reason of rapidly growing e-money usage which is a new technology researcher interested with how people accept e-money as a new technology for transaction. In order to analyze new technology acceptance, researceher uses *Technology Acceptance Model* (TAM) anaysis use. Unlike research in the fields of economics, marketing, etc., where there has been a lot of such research, research in information technology (IT) is something new that attracts attention. The main objective of IT research is to assess the value of IT for an organization and to understand the factors that influence (determinant) that value. The aim is to help organizations use and manage existing IT resources and increase their overall effectiveness. Various information systems literature is full of modeling of factors associated with IT use or acceptance by workers, decision makers, and managers (Ives & Olson, 1984). One of them is the Technology Acceptance Model (TAM).

The TAM model is actually adopted from the TRA model, namely the theory of reasoned action with a premise that a person's reaction and perception of something will determine the attitude and behavior of that person. The reactions and perceptions of users of Information Technology (IT) will influence their attitude towards acceptance of these technologies. One of the factors that can influence it is the user's perception of the usefulness and ease of use of IT as a reasonable action in the context of technology users, so that someone's reason

for seeing the benefits and ease of use of IT makes the person's behavior / behavior a benchmark for receiving technology (Rahmah, 2017).

Davis defines the perception of perceived of usefulness based on the definition of useful words, namely capable of being used advantageously, or can be used for profitable purposes. Perception of usability is a benefit that individuals believe can be obtained when using IT.

TAM aims to explain and estimate user acceptance of an information system. TAM provides a theoretical basis for knowing the factors that influence acceptance of a technology in an organization. TAM explains the causal relationship between beliefs (the benefits of an information system and the ease of use) and behavior, goals / needs, and actual use of users / users of an information system (Davis, 2000).

Davis (1986) defines the perception of perceived of usefulness based on the definition of useful words, namely capable of being used advantageously, or can be used for profitable purposes. Perception of usability is a benefit that individuals believe can be obtained when using IT. Potential users believe that certain applications are useful, maybe they, at the same time, believe that this system is too difficult to use and the benefits that can be obtained from use that exceeds the effort to use the application. That is, in addition to the benefits or uses, the application of information technology systems will also be affected by perceived ease of use. Therefore Davis added the two components to the TAM model (Rahmah, 2017).

If perceived usefulness emphasizes the benefits of a system or technology, then perceived ease of use emphasizes the ease of use of the system or technology. A system that is difficult to control will give a negative level of perceived ease of use. The perceived ease must be able to convince users that the information technology that will be used is easy and is not a burden for them. Easy to use information technology will continue to be used by companies. The perceived ease of use influences usability, attitudes, interests and full use, Wiyono (2008).

The perceived ease of use (Perceived Ease of Use) of a technology is defined as a measure where one believes that computers can be easily understood and used (Davis, 1989). This trust determines a user's attitude towards the use of a system then determines behavior intentions and leads to the actual use of the system.

Davis (1986) defines ease of use as a level where one believes that the use of a particular system can reduce one's effort to do something. According to Goodwin (1987), Silver (1988), in Maskur (2005), the intensity of use and interaction between users and systems can also show ease of use. Systems that are more often used show that the system is better known, easier to operate and easier to use by users.

E-money is a new transaction technology that bring up several issues. In positive side, e-money pledge as effective and efficient transaction tools. In

other side, people insecure about the use of new technology. Therefore, factors that affected the use of new technology which is e-money is intrested to be researched by using *technology acceptance model* (TAM) analysis. The researcher actualize it through thesis entitled "**Technology Acceptance Model Analysis toward Electronic Money Service Usage".**

1.2.   Problem Formulation

Some obstacles that include non-cash transaction activities are available several factors, including social and cultural factors and factors infrastructure availability. In this case between the government, business actors and each community must take part in socializing cashless society. The government continues to develop the system and rules as the legal umbrella of electronic money itself. business actors must also participate in campaigning for the use of money electronics by providing tools and instruments from electronic money. For the community itself also began to switch from the original use cash transactions to non-cash transactions, especially electronic money. Hope we are with the participation of all parties in socializing transactions by using electronic money it does not rule out the possibility if someday Indonesia will move away (Tazkiyyaturrohmah, 2018)

Based on the above explanations, the research problems are as follow :

1. Does perceived usefulnes of e-money affected perceived ease of the use of e-money?

2. Does attitude toward using e-money affected perceived usefulnes and perceived ease of the use of e-money?

3. Does behavioral intention to use e-money affected attitude toward using e-money and perceived usefulnes of e-money?

1.3.   Research Objectives

The purposes of this research are to investigate technology acceptance model analysis theory toward e-money service acceptance as follow:

1. To know whether the perceived usefulness affects perceived ease of the use of e-money.

2. To know whether the attitude toward using electronic money affects perceived usefulnes and perceived ease of the use of e-money.

3. To know whether the behavioral intention to use e-money affects attitude toward using and perceived usefulnes of e-money.

1.4.   Research Contribution

a. Theoritical Contribution

Result of this research could be base to develop e-money usage and find out what cause of obstacle of e money usage acceptance in Indonesia especially for e-

money service provider. Furthermor, this research desire contribute to new technology research in educational term.

b. Practical Contribution

Result of this research could contribute to provide latest data of Technology Acceptance Model analysis that applied to e-money service usage. Latest data of Technology Acceptance Model analysis that applied to e-money service usage could be a refrence to e-money service provider to be more effective and efficient which could give advantage to both provider and user of E-money.

1.5. Systematics of Writing

The systematics of this research are divided into six chapters which are as follows:

Chapter I: INTRODUCTION

The first chapter outlines the research background, problem formulation, research objective, research contribution, and systematics of writing.

Chapter II: THEORETICAL REVIEW

The second chapter contains the theoretical basis used to discuss the issues raised in this research and previous research.

Chapter III: LITERATURE REVIEW

This chapter explains and describes in the details about literature reviews to discuss the issues raised in this research and previous research.

Chapter IV: RESEARCH METHODOLOGY

This chapter describes the sample research of data resources, data collection techniques, the type of data used, data analysis techniques, and validity test of data. This chapter is related to chapter five, which will explain the research methodology to answer the problem formulation.

Chapter V: ANALYSIS

This chapter consists of the explanation and data analysis to answer the problem formulations.

Chapter VI: CONCLCUSIONS AND RECOMMENDATIONS

This chapter contains the conclusions of the results of the research conducted, research implication, limitations, and recommendations for further research.
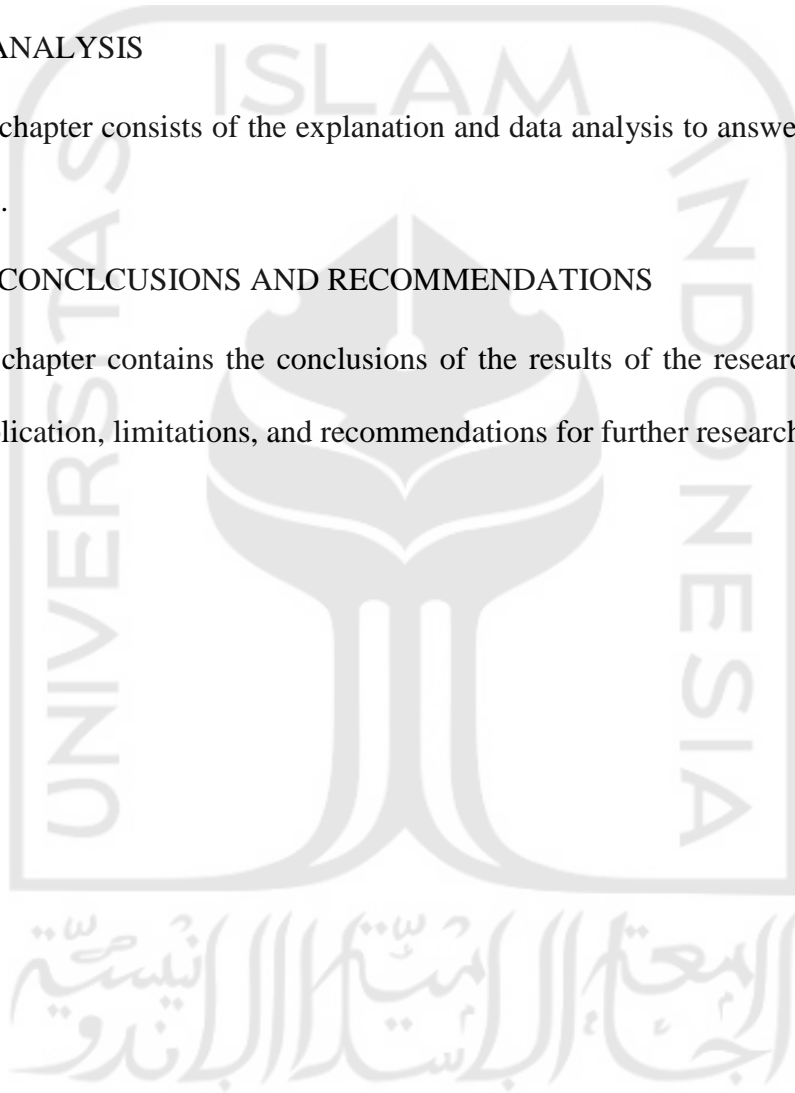
CHAPTER II

THEORETICAL FRAMEWORK

2.1.   Prior Research

According to Sularso (2012) perceived ease of use for consumers give a direct impact on attitudes and intentions. Direct influence Ease of use towards attitude easy to use online purchases, easy purchasing procedures, clear procedures, the people involved must be positive about online. Because easier process of using technology for online purchases; the process is easy to understand, easy to use, the procedure is clear, then consumers will increasingly intend to make purchases in a way online, with the perception that buying through online will be free of difficulty or ease.

Perception of ease of use based on research conducted by Adi Triatma (2012) regarding "Trust and Influence Technology Acceptance of Consumer Interest in Purchases Online (www.kaskus.us case study) ", shows that perception ease of use has a positive influence on interest consumers to transact to web retailers.

The issue of behavioral intention to use electronic transaction is backed up with rapid change in all types of traditional transactions. Electronic money (e-money) exists as new technology for electronic transaction. However, it is still ineffective in Indonesia where majority of the consumer prefer to use manual transaction business in the Bank and using cash notes. This is potential for crime when they bring a lot of money to the Bank that may have an impact on the Indonesian economy. E-money is a stored value or

prepaid products that had recorded the funds or value and it can be done in online and offline transaction. Behavioral intention is a process in any type of actual behavior by giving the expression in making decision to the adoption of behavioral intention. This research attempted to explain consumers' intentions to participate in the e-money transaction through the model that integrates the TPB (Theory of Planned Behavior) and the TAM (Technology Acceptance Model). There were five major variables or focus of the concept and practice of e-money transaction that have been studied in this article (Khatimah & Halim, 2013).

According to Khatimah & Halim (2013), the conceptual framework of e-money transactions were reviewed to understand behavioral intention of consumers from perceived usefulness, perceived ease of use, perceived risks, security and encouraging a learning system transaction. The proposed framework and hypotheses were presented in this article. Quantitative method was utilized as sources of data collection. A total of one thousand and five hundred respondents were selected using purposive sampling method in Medan, Indonesia. Descriptive analysis and Multiple Regression analysis were conducted to analyze the data. The article ended with suggestion for future studies.

Behavior are actions or reactions of an object or organism. Behavior can be conscious or unconscious, frankly or not, voluntary or not. Human behavior can be either general or uncommon behavior, acceptable or unacceptable. Humans evaluate acceptance of behavior by using benchmarking standards called social norms and regulating behavior using social control.behavior by using benchmarking standards called social norms and regulating behavior using social control (Rahmah, 2017).

2.2. Theoritical Background

2.2. 1. Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was introduced by Fred Davis in 1986 for his doctorate proposal and then TAM was developed and used by several researchers such as Venkatesh (2000) and then further expanded by Davis (2000). According to Bagozzi, Warshaw & Davis (1992), because new echnologies such as personal computers are complex and an element of uncertainty exists in the minds of decision makers with respect to the successful adoption of them, people form attitudes and intentions toward trying to learn to use the new technology prior to initiating efforts directed at using. Attitudes toward usage and intentions to use may be ill-formed or lacking in conviction or else may occur only after preliminary strivings to learn to use the technology evolve. Thus, actual usage may not be a direct or immediate consequence of such attitudes and intentions.

Two cognitive beliefs are postulated in TAM – perceived usefulness, and perceived ease of use. TAM also postulates that one's actual use of a particular IS/IT system is influenced directly or indirectly by some specific latent variables, such as the user's behavioral intentions, attitude ,perceived usefulness and perceived ease of the system. TAM also postulates that external factors affect behavioral intention and actual use through mediated effects on perceived usefulness and perceived ease of use. In addition, Consumer Acceptance of Technology model is derived from TAM, which was also proven as a comprehensive and more powerful tool in describing, and predicting consumer adoption of a particular IT/IS (Amin, Azhar, Amin, & Akter, 2015). From

the statement above, TAM is the most important and reliable foundation to analyse acceptance of e-money. TAM also explains factors of acceptance of e-money.
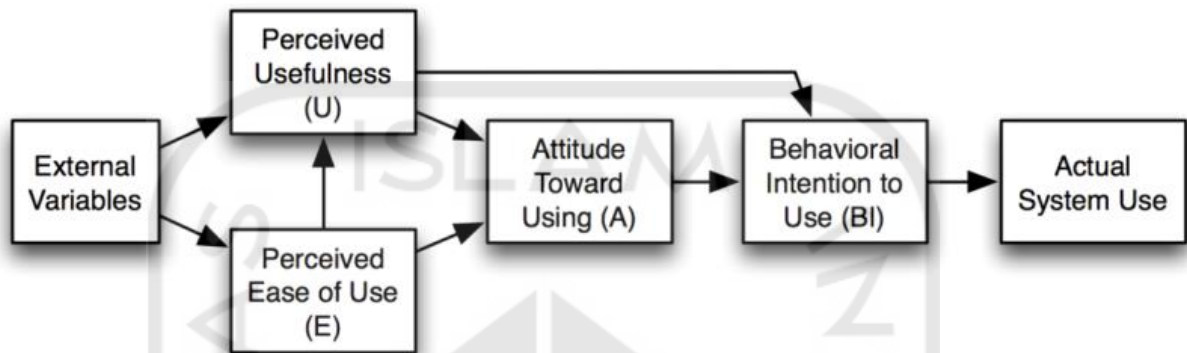
Source: Davis, Bagozzi & Warshaw (1989)

Figure 2.1 : TAM Path Analysis

The TAM model was actually adopted from the TRA model which is a theory of action that reasoned with one premise that a person's reaction and perception of something will determine the person's attitude and behavior. The reaction and perception of Information Technology (IT) users will influence their attitude toward acceptance of the technology. One of the factors that can influence it is the user's perception of the usefulness and ease of use of IT as a reasoned action in the context of technology users. Thus, someone's reason for seeing the benefits and ease of use of IT makes the person's actions / behaviors as a benchmark in the acceptance of a technology. In general, technology users will have a positive perception of the technology provided, negative perception occurs usually because after the user tries the technology or the user has bad experience with the use of the technology (Rahmah, 2017).

Perception is a process that is preceded by sensing, which is a stimulus that is received by an individual through a receptor device, the senses. The sense instrument is the link between the individual and the outside world. Perception is a stimulus sensed by an individual, organized and then interpreted so that the individual is aware of and understands what is being perceived (Uma, 2013).

According to Rahmah (2017), in general technology users will have a positive perception of the technology provided, negative perception occurs usually because after the user tries the technology or the user has bad experience with the use of the technology. Factors that cause experience are actually closely related to the second factor of TAM, the ease that is felt in using technology. According to Wijaya (2006), the perceived ease of using technology is influenced by several factors, namely:

The first factor focuses on the technology itself, for example the user experience on the use of similar technology. Good user experience of similar technologies will affect user perceptions of technology.

The second factor is the reputation of the technology obtained by the user. A good reputation heard by users will encourage users' confidence in the ease of use of the technology, and vice versa.

The third factor that influences user perceptions of the ease of using technology is the availability of reliable support mechanisms. In addition to the above factors, there are also other factors that cause Ease that are felt in the use of the system as follow:

1. Confirming users that it is not difficult to use the system.

2. Convincing users that with the system, the work done will be easier.

3. Convincing users that the system learning process is fast an good

In the organizational context, this usefulness is of course associated with improving the performance of individuals who are directly or indirectly. Slightly different from the individual's perception of the usefulness of IT, another variable put forward by Davis that influence the tendency of individuals to use IT is the perception of ease in using IT.

Ease means without difficulty or free from difficulties or no need to try hard. Thus, the perception of ease of use refers to the individual's belief that the IT system that will be used is not a hassle or does not require great effort when used.

Whatever feels good for the benefits of IT (Perceived usefulness) and the perception of ease of use of IT (Perceived ease of use) affects the attitude of individuals toward the use of IT, which in turn will determine whether or not people intend to use IT (Intention). Thus, intention to use IT will determine whether or not people will use IT (Behavior).

In TAM, Davis (1986) found that perceptions of IT benefits also influenced the perception of ease of use of IT but did not apply otherwise. Thus, as long as individuals feel that IT is useful in their tasks, then individuals will intend to use it regardless of whether IT is easy or not. To further reveal the interrelationships between perceptions of benefits and the perceived ease of using IT.

2.2.2. Electronic Money

According to Lodhi (2014), electronic money despite the advanced protection and constantly upgrade is an easy target to hack. If you register your account with

simple password it would be easier to be hacked. therefore you should use complicated pasword to increase your account security and save your fund. What some electronic money provider do is in a secure path, user do a transaction, the provider immediately verifies the transaction details from the owner via mobile network. If the user cannot provide suitable information, the provider simply reject further transaction. Furthermore, as stated above, user and provider of e-money should consider safety regulation of E-money. Thus, it will have impact on acceptance of E-money acceptance itself.

In other word electronic money is a money that you exchange from physical form to non physical form. Furthermore, you do transaction with electronic money over the internet network with software such as mobile banking application or hardware such as card that linked to electronic money account provider or bank account. Every year people that use electronic money are increasing. Everywhere and anytime you can use electronic money. Electronic money is suitable for international transaction because the user do not need to do the currency exchange. Electronic money is simple to use and faster than regular checks and user can do the transaction with low cost. As the increasing usage of electronic money the electronic money provider competing to make electronic money bocome transaction with lower cost and easier to acces. If user sends money by checks it need few days to complete the transfer but electronic money only needs few second to complete the transaction and with electronic money the transaction can be done 24 hours a day or even in public holiday (Paine, 2017).

Electronic money is saver in term of saving in physicaly because when you bring huge amount of money it can be lost or stolen. Personal identification number (PIN) is needed when you do the transaction for the payment to be completed. Electronic funds transfers can be more secure than cash or check transactions. All you have to do is take some simple precautions to make sure that your card or online account is not misused. Each and every transaction made with electronic money is recorded in the bank's and the user's online records. These records have all the essential information about the transaction: the name of the payer, the name of the receiver, the date, place and time it took place. This makes it more dependable, and users can access their record of transactions at any time of the day (Paine, 2017). Beside that, there are lots of advantage of electronic money that attract people to use electronic money.

Bank Indonesia (BI) said that non-cash payments consistently continued to increase until early 2019. Of BI records, the use of ATM debit cards, credit cards, and electronic money grew by 15.3 percent (year-on-year), higher than the growth of cash payments is only 7.4 percent yoy. "Among other things, electronic money grew 66.6 percent yoy," said Executive Director of BI Communication Department Onny Widjanarko in his statement on the official website of BI on Thursday, March 21, 2019. But in composition, Onny said that the use of debit ATM cards still dominated the retail payment system. The number reached 94.8 percent and grew 15.4 percent yoy in January 2019.

Since the third quarter of 2018, BI has noted that non-cash transactions, especially through electronic money continue to soar compared to the previous year. At

that time, BI noted that electronic money transactions grew by 300.4 percent. "It is driven by the strong preference of people to transact through financial technology and e-commerce platforms," said Bank Indonesia Governor Perry Warjiyo in his office, Thursday, November 15, 2018. On the other hand, BI in recent years has continued to expand the use of electronic money and electronic transactions. One of the most advanced ones is non-cash payments on the toll road using electronic money which is targeted to reach 100 percent. That is, all toll roads in Indonesia are expected, both old and new ones to be built, must have introduced this to users. the use of electronic money is indeed increasingly popular in the community, especially as a payment instrument for modes of transportation and online trading, aka e-commerce. In the future, he said, Bank Indonesia will continue to strengthen this payment system model in supporting national economic activities (Pebrianto, 2019).

They buy a form of value (mobile money), whose ownership they acquire, in exchange for another form of value (cash or deposits) whose ownership they relinquish. A quid pro quo is involved in the exchange, which implies that the funds received by the MNO against mobile money issuances are no longer customer owned – their ownership transfers from the customers to the MNO.

The concept of electronic money is rather ambiguous. Under the electronic money, people often understand the accounting system of rights to public and private currency. Currently, these systems use electronic storage media. However, it is useful to note, that such systems, as well as non-cash payments, were around thousands of years ago (Rupeika & Uraev, 2015).

Every year electronic payment systems reach a new stage of development. The issue of payment through open networks has become important due to the rapid growth of electronic commerce in the last decade. Electronic payment systems should provide people with the necessary infrastructure to facilitate payments. Today EPS have become an integral part of trade and entrepreneurship. In a world full of Internet technologies and new inventions the popularity of virtual or digital currency has been increasing for the last few years. It should be noted that these expressions are used as a synonym. This interpretation is followed by the European Central Bank and the Financial Crimes Enforcement Network (FinCEN) and the FBI in their official documents use the term "virtual currency" as common and the only one; thus, it will continue to treat these concepts as synonymous (Dolgachev, 2018).

2.3. Hypothesis Development

2.3.1. Perceived Usefulness

According to TAM, perceived usefulness can lead to behavioral intention. Davis (1989) defined perceived usefulness as the degree to which "a person believes that using the system will enhance his or her performance". This proposition is justified from the perspective that people's intentions to use the technology will be greater in spite of their attitude toward the technology alone if they expect a technology to increase their performance on the job. Zhou (2011) indicated that structural assurance and information quality are the main factors affecting initial trust which, in turn, affects perceived usefulness and both factors predict the usage intention of E-money services. In the

context of mobile business service, researchers found that perceived usefulness is a vital factor determining the adoption of E- money service since users consider its benefits (Kleijnen, Wetzels, & and Ruyter, 2004).

In TAM framework, perceived usefulness is hypothesized to be the direct predictor of behavioral intention to use of the technology of interest (Park et al., 2014). Previous studies indicated that PU is positively associated with continuance intention in the context of e-text (Baker-Eveleth & Stone, 2013), instant messaging.

According to TAM, perceived ease of use and perceived usefulness are moderating variables that directly influence attitude toward the use of new technology and behavioral intent to use new technology. Within the context of this research, it seems likely that prior experience should directly affect perceived usefulness, but that manipulations of the subject's perception of the ease of use of a technology might influence behavioral intention. Due to the attitudes and perceptions formed on the basis of their prior experience. Subjects with a high level of experience might be less susceptible to this influence than those who lack any relevant prior experience. Subjects with a high level of prior experience exposed to a stimulus message framing use of internet communication tools as easy/beneficial to use should have a more positive behavioral intention than either subjects with a low level of prior experience and those exposed to a message framing internet communications tools as difficult to use (Irani, 2000).

According to Irani (2000), one of the key findings of this research involves the implication that relevant prior experience interacts with perceived usefulness to serve as

a highly significant predictor variable of behavioral intent toward usage, while the attitude variable seems to have little impact. The implications of this finding are important, since although most individuals know it and have pre-existing attitudes about the internet in general. It is still relatively young and still evolving communication medium. The level of usage and consequently experience of internet communication tools within an agricultural audience is likely to be relatively low compared to the usage of the internet itself as a purely information tool. Even in the classroom setting, many students' experience of these technologies is limited to browsing a Web page as part of a class assignment or to gain material for research.

TAM posits that perceived usefulness is determinant to the intention to use a technology, which is subsequently determinant of actual use. Knowledge of the predictive power of perceived usefulness on behavioral intention, both within and among contexts, becomes valuable to researchers. This is due to the fact that researchers must include relevant constructs in their models, yet must produce models that are parsimonious (Dohan & Tan, 2013).

Perceived ease of use as defined by Davis (1989) refers to the degree to which a person believes that using the particular system would be free of effort. The research by Taylor & Strutton (2010) showed that Perceived ease of use has both direct and indirect effect on intention to use E-Marketing through AT. Therefore, the researcher posits the firs hypothesis:

H1: There is a positive relationship between perceived ease of use of e-money and perceived usefulness of the use of e-money.

2.3.2. Attitude Toward Using

Understanding of the attitude according to Syamsudin (1997) is a behavior or movement that appears and is displayed in its interaction with the social environment. This interaction has a process of silencing each other, influencing and adapting to one another with the social environment.

New technology can be predicted using consumer attitudes and behaviour toward new technology. The Technology Acceptance Model (TAM) appears to be model for measure attitudes and behaviour of customer toward new technology that widely used and accepted (Burton-Jones & Hubona, 2006)

According to Davis (1989), perceived usefulness and perceived ease of use are major beliefs that influence attitude toward system use and eventually lead to actual system use. TAM has been highly regarded both because of its parsimony and because of its high predictive power in explaining IT acceptance behavior across various contexts (Viswanath Venkatesh & Morris, 2000).

Attitude toward using new technology as defined by Davis (1989) refers to a physical tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. Attitude toward using new technology has direct effect on intention to use technology (Fishbein & Ajzen, 1975).

Behavioral intention is in turn determined by attitude towards using the technology and by perceived usefulness. Attitude toward system use is postulated to

partially mediate the effect of perceived ease of use and perceived usefulness on behavioral intention (Kim, Chun, & Song, 2009).

Attitude toward a behavior is defined as an individual's positive or negative evaluation of performing the behavior. It involves an individual's judgment that performing a behavior is good or bad and also a general evaluation that an individual is inclined or disinclined to perform the behavior (Ajzen & Fishbein, 1980).

Attitude toward system use is conceptually and empirically distinct from the strength in the attitude (e.g., weak or strong). An attitude affects an individual's behaviors by filtering information and shaping the individual's perception of the world (Fazio, 1986), whereas the strength in the attitude amplifies or neutralizes the effect of the attitude on behaviors (Petty & Krosnick, 1995). For example, a user that feels helpfull by using certain technology may continiously use that technology. If a user feels unfavor by using certain technology, they will leave that technology and seek for a new technology.

H2a: There is a positive relationship between perceived usefulness and attitude toward the using of e-money.

H2b: There is a positive relationship between perceived ease of using e-money and attitude toward the using of e-money.

2.3.3. Behavioral Intention to Use

A user who believes the capable of using an e-business application will exhibit correspondingly a behavioral intention to use that application. Shim et al. (2001)

predicted perceived behavioral control would positively impact behavioral intention of users to search online. Moreover, George (2002) suggested that perceived behavioral control has a direct effect on the user's attitude toward using the internet for online purchase. In addition, Puschel (2010) found that behavioral control significantly affects intention to adopt E- money.

BI as defined by Davis (1989) refers to the strength of the prospective adopter's intention to make or to support the adoption decision in their company.

Therefore, the researcher proposed the first hypothesis:

H3a: There is a positive relationship between attitude of using e-money and behavioral intention to use e-money.

H3b: There is a positive relationship between perceived usefulness of e-money and behavioral intention to use e-money.
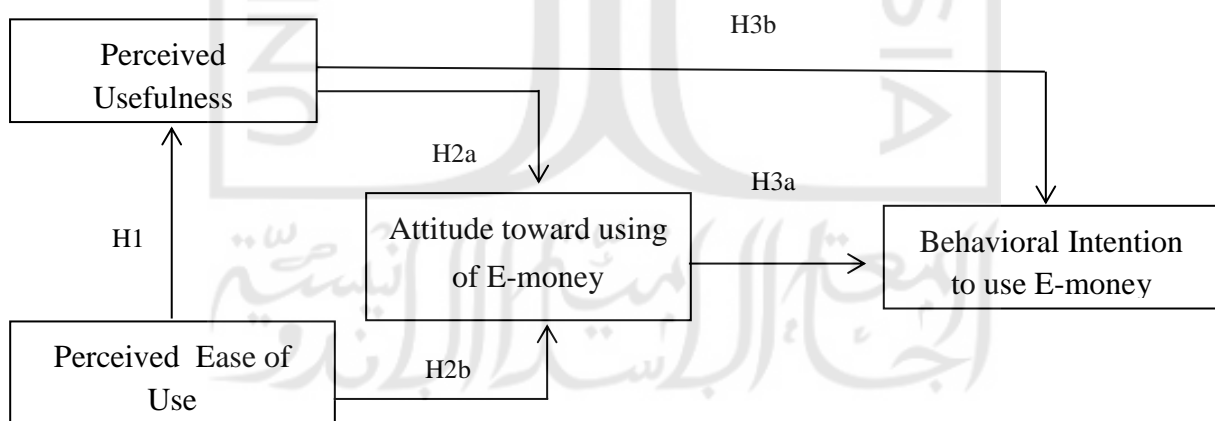
Figure 2.2: E-money on TAM Path Analysis

CHAPTER III

RESEARCH METHOD

3.1.   Population and Sample

When we doing the research it is imposible to survey every population that we determine because the population is too wide and to massive.To make inferences about the characteristics of a population, researchers can use a random sample. When researching an aspect of the human mind or behavior, researchers simply cannot collect data from every single individual in most cases. Instead, they choose a smaller sample of individuals that represent the larger group. If the sample is truly representative of the population in question, researchers can then take their results and generalize them to the larger group (Cherry, 2018).

Size of samples in this study are according to Rao Purba (2006), as stated in formula below :

$$n = \frac{z^2}{4(moe)^2}$$

Explanation :

n = Sample size

Z = The confidence level in determining the sample is 95% = 1.96

moe : Margin of error or maximum error that can be tolerated, here set at 10%

Using the formula above, the following calculations are obtained:

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = \frac{3,8416}{0,4}$$

$$n = 96,04$$

Based on the calculation results above, the number of samples needed in this study is 96.04 respondents. The number of minimum samples is 96 but for convenience it is rounded to 100.

3.2.   Data Type

This research used primery data collected directly from research objects and used convenience sampling. Because there are several independent variabels the questionnaire was initially developed in English. The questionnaire was put on the web through a free web hosting service. The respondent of this reasearch are those who have use or have not been use electronic money and come from variative background such as some students in Yogyakarta and Jakarta, employee, housewife, businessman that qualifed to use electronic money. Respondent in this research should be in the age above 18 and all of respondents in this research are Indonesian citizen.

3.3.   Data Collection Method

The data collection method in this research was non probability sampling. This type of sampling will be used if the researcher wants to get more detailed data from the data previously obtained. The selection of sample elements is based on his own reasoning

wisdom. On this non probability sampling, each element is not known whether or not the opportunity to become the elamen of the sample. In this type of sample, not all elements have the opportunity to be selected as samples, thus the findings of the study using sampling of this type cannot be directly generalized as a result of research on the population. The purpose of the researchers using this type of sampling is to eneralize the population that is not too important, compared to the findings obtained when doing a study, or researchers have obstacles so that they save the resources they have (Maila niamas, 2017).

3.4. Operational Variable Definition

In scientific research, scientists, technicians and researchers utilize a variety of methods and variables when conducting their experiments. In simple terms, a variable represents a measurable attribute that changes or varies across the experiment whether comparing results between multiple groups, multiple people or even when using a single person in an experiment conducted over time. In all, there are six common variable types (Agravante, 2018). To get data with interval value, respondent required to choose 1 to 6 from the scale.

The value of 1 to 6 is the level of respondent's conformity toward each question. 1 value related with "highly not agree". One or value that close to one is a value that shows respondent conformity level is low toward the question. 6 value is related with "highly agree". Value that is close to this value shows high level of conformity toward questionnaire.

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3.4.1. Perceived Ease of Use (E)

Perceived ease of use utilize primery data gathered from questionnaire. Perceived ease of use is a level of user belived that technology can be applied conveniently. To measure level of capability, researcher submitted 4 indicators adapted from Venkatesh and Davis (2003).

3.4.2. Perceived Usefulness (U)

Perceived usefulness utilize primer data gathered from questionnaire. Perceived Usefulness (U) is one of the independent constructs in the Technology Acceptance Model (TAM). It is the degree to which a person believes that using a particular system would enhance his/her job performance (F.D Davis, 1989). To measure the level of capability, researcher submitted 4 indicators adapted from Venkatesh and Davis (2003).

3.4.3. Attitude Toward Using E-money (A)

Perceived usefulness utilizes primer data gathered from questionnaire. Both perceived usefulness and perceived ease of use predict attitude toward using the system. It defined as the user's desirability of his or her using the system. A user's overall attitude toward using the given system is hypothesized to be a major determinant of whether or not he actually uses it. Attitude and perceived usefulness influence the individual to actually use the system (Bagozzi et al., 1992). To measure the level of capability, the researcher used 4 indicators

3.4.4. Behavioral Intention to Use E-money

Behavioral intention to use electronic money utilize primer data gathered from questionnaire. According to Agudo et al. (2014), acceptance studies focus on the predictors of system adoption and use, with behavioral intention to use the system as a proxy for actual use. BI is behavior-specific and operationalized by direct questions such as "I intend to [behavior]," with Likert scale response choices to measure relative strength of intention. Intention has been represented in measurement by other synonyms and is distinct from similar concepts such as desire and self-prediction (Armitage & Conner, 2001). To measure level of capability, researcher used 4 indicators.

According to Venkatesh and Davis (2003), there are 4 questions that indicate perceived ease of use as follow:

1. Using electronic money is intelligible and easy to understand.

2. In my opinion using electronic money does not require much effort.

3. I feel handy to get electronic money service to do transaction.

4. In my opinion electronic money is convenient to use

According to Venkatesh and Davis (2003) there are 4 quoestions that indicate perceived usefulness as follow:

1. Using electronic money improves my performance to do transaction.

2. Using electronic money improves my productivity.

3. Using electronic money improves my efectivity to do transaction.

4. Overall electronic money is usefull for my transaction activity

This research questionnaire was adapted from Ajzen & Fishbein (1980) formulation about theory of reasoned action that contains behavioral intention to use new technology aspect. There are 4 questions that indicate attitude toward using electronic money as follow:

1. Using electronic money for my paymnet activity is favorable.
2. I think it is a good idea to use electronic money.
3. I enjoy to use electronic money.
4. Using electronic money is pleasurable.

This research questionnaire was adapted from Ajzen & Fishbein (1980) formulation about theory of reasoned action that contains attitude toward using new technology aspect. There are 4 questions that indicate behavioral intention to use new technology such as:

1. I will use electronic money in the future.
2. In my opinion using electronic money is handy.
3. For me, using electronic money on a regular basis is extremely pleasant.

3.5. Data Analysis Technique

Data analysis technique in this research was multiple linear regretion analysis with SPSS program because it was suitable to test several factors. There were several steps in multiple linear regretion analysis :

3.5.1. Descriptive Analysis

The data gathered were proceed. The processed data was able to describe the data result that come from respondent's answer from each variable.

3.5.2. Descriptive Statistics

This research used descriptive statistics. According to Narkhede (2018), descriptive statistics enable researchers to describe variables numerically and statistics describes a variable focusing on two aspects: the central tendency and the dispersion . Descriptive statistics describes systematically the implementation of environmental disclosure using secondary data of companies listed in SET. Therefore, through this statistical tool, the description of each data variable (government ownership, company age, company size, profitability, leverage, international operations, and environmental performance) can be identified by using minimum, maximum, mean, and standard deviation.

Descriptive statistics involves summarizing and organizing the data. Thus, it can be easily understood. Descriptive statistics, unlike inferential statistics, seeks to describe the data, but it does not attempt to make inferences from the sample to the whole population. In this research the data was described in a sample. This generally means that descriptive statistics, unlike inferential statistics, is not developed on the basis of probability theory (Narkhede, 2018).

3.5.3. Data Quality Test

a. Validity Test

Validity encompasses the entire experimental concept and establishes whether the results obtained meet all of the requirements of the scientific research method. For example, there must have been randomization of the sample groups, and appropriate care and diligence shown in the allocation of controls (Shuttleworth, 2008). In this research, there were 4 variables to be tested, such as behavioral intention to use electronic money, attitude toward using electronic money, perceived usefulness, and perceived ease of use toward electronic money.

b. Reability Test

Reliability is translated from the word reliability which means things that can be trusted (hold the test). A test is said to have high reliability if the test provides steady (even) results data even though given at different times to the same respondent. A fixed test result or if it changes then the change is not significant then the test is said to be reliable. Therefore reliability is often referred to as trustworthiness, reliability, stability, consistency, stability, and so on. Reliability concerns the problem of the accuracy of measuring instruments. This accuracy can be assessed by statistical analysis to determine measurement errors. Reliability is easier to understand by considering aspects of stabilization, accuracy, and homogeneity. An instrument is considered reliable if the instrument can be trusted as a measure of research data (Fred N kerlinger, 1990).

3.5.4. Hypothesis Test

The analysis that used in this research was multiple regretion analysis, was by observing effect of behavioral intention, attitude toward using electronic money, perceived usefulness, and perceived ease of use toward electronic money service usage. Hypothesis testing tool in this research used multiple regretion analysis with the equation model as follow:

$$U = \alpha + \beta1\ XE + \varepsilon$$

$$A = \alpha + \beta1\ XU + \beta2\ XE + \varepsilon$$

$$BI = \alpha + \beta1\ XA + \beta2\ XU + \varepsilon$$

Explanation :

BI **: Behavioral intention**

A **: Attitude toward using electronic money**

U **: Perceived usefulness**

E **: Perceived ease of use**

β **: Regretion Coeficient**

ε **: Error**

a. T Test

To test the truth in hypothesis in this research, the test applied in T test. T test is commonly used to determine whether the mean of a population significantly differs from a specific value (called the hypothesized mean) or from the mean of another population. A t-test is commonly used to determine whether the mean of a population significantly differs from a specific value (called the hypothesized mean) or from the mean of another population.

According to Ghozali (2011), basicly T test is used to show the impact of a independent variable individualy. The decison based on significat value ratio that have been set was 5% ($\alpha= 0.05$). If counted significance is more than α, H0 is accepted. It means that this variable does not give impact on dependent variable. Whereas, if the significed is less than α, H0 is rejected. It means that the independent variable gives impact on dependent variable.

b. Determinant Coefficient Test (R2)

According to Ghozali (2011), the determinant coefficient (R2) is able to give measurement on how the model can explain the dependent variable variation. Determinant coefficient value are between 0 to 1. The low value of R2 means limited capabilty to explain dependent variable. Otherwise, the value which is close to 1 means the independent variable provides almost every information needed to predict the dependent variable.

The disadvantage of determinant coefficient (R2) is bias toward dependent variable in the model. Therefore, most of the researcher uses adjusted R2 value when

they evaluated proper regretion model. If the dependent variable increases, R2 will also increase.

c. Path Coefficient

Accoring to Ghozali (2011), a path model analysis systematically compare which path that can directly or indirectly give impact on the independent variable and dependent variable.

3.5.5. Operational Hypothesis

Based on previous research and theoritic hypothesis, this rersearch used zero hypothesis (H0) and alternative hypothesis (Ha). This research tested the zero hypothesis (H0) to prove whether H0 is rejected or accepted. The hypothesis were stated as follow:

H1: There is a positive relationship between perceived ease of the use of e-money and perceived usefulness of the use of e-money.

H01: $\beta1 \leq 0$; perceived usefulness does not give positive impact on attitude

toward using using e-money.

Ha1: $\beta1 > 0$; perceived usefulness gives positive impact on attitude toward

using e-money.

H2a: There is a positive relationship between perceived usefulness and attitude toward using using e-money.

H02: $\beta2 \leq 0$; perceived usefulness does not give positive impact on attitude

toward using using e-money.

Ha2: $\beta2 > 0$; perceived usefulness gives positive impact on attitude toward using using e-money.

H2b: There is a positive relationship between perceived ease of using e-money and attitude toward using e-money.

H03: $\beta2 \leq 0$; perceived ease of using e-money does not give positive impact on attitude toward using e-money.

Ha3: $\beta2 \leq 0$; perceived ease of using e-money gives positive impact on attitude toward using e-money.

H3a: There is a positive relationship between attitude toward using of e-money and behavioral intention to use e-money.

H04: $\beta2 \leq 0$; attitude toward using of e-money does not give positive impact on behavioral intention to use e-money.

Ha4: $\beta2 \leq 0$; attitude toward using of e-money gives positive impact on behavioral intention to use e-money.

H3b: There is a positive relationship between perceived usefulness of e-money and behavioral intention to use e-money.

H05: $\beta2 \leq 0$; perceived usefulness of e-money does not give positive impact on behavioral intention to use e-money.

Ha5: $\beta2 \leq 0$; perceived ease of using e-money gives positive impact on attitude toward using e-money.

CHAPTER IV

ANALYSIS

In this research, data analysis was carried out through two stages of analysis, namely descriptive analysis and quantitative analysis. Descriptive analysis basically deals with whats there's inside data. It deals with analyzing your datasets and driving insights. It doesn't deal with coming with the right recommendation/active to solve a particular problem (Verma, 2017), while quantitative is a technique that seeks to understand behavior by using mathematical and statistical modeling, measurement, and research (Kenton, 2019). Then this analysis is divided into four parts. Firstly, the results of data collection that explains the amount of data that is ready to be analyzed. Secondly, the results of data collection that describe in detail the number and grouping of respondents based on gender criteria. Thirdly, the results of data testing is related to the validity and reliability test. Fourthly, the discussion of research results related to hypothesis testing.

4.1. Validity Test and Reability Test

a. Validity Test

This validity test used 114 pople as respondent. Validity test aims to measure the extent to which the accuracy of a measuring instrument performs its measuring function. The technique used to test validity is product moment correlation analysis. The measurement instrument is said to have high validity if the tool runs a measuring function that is in accordance with the purpose of the measurement. Statistically, the

number of correlation coefficients obtained must be compared with the r table criticism number (0.184). If the correlation coefficient is > 0.184 and p-value <0.05, the instrument is declared valid and vice versa if the correlation coefficient <0.184 and p-value> 0.05, the item is declared null and void.

Validity Test Results can be shown in the following table:

Table 4.1
Validity Test Result

No	Variable	Indikator	Coefficient Correlation	r table	p-value	Annotation
1	Perceived ease of use	PEoU1	0.8555	0.184	0.000	Valid
		PEoU2	0.8962	0.184	0.000	Valid
		PEoU3	0.8620	0.184	0.000	Valid
		PEoU4	0.8870	0.184	0.000	Valid
2	Perceived usefulness	PU1	0.9262	0.184	0.000	Valid
		PU2	0.8894	0.184	0.000	Valid
		PU3	0.9018	0.184	0.000	Valid
		PU4	0.8927	0.184	0.000	Valid
3	Attitude toward using electronic money	ATU1	0.5775	0.184	0.000	Valid
		ATU2	0.8592	0.184	0.000	Valid
		ATU3	0.8187	0.184	0.000	Valid
4	Behavioral Intention to use electronic money	BI1	0.7179	0.184	0.000	Valid
		BI2	0.8476	0.184	0.000	Valid
		BI3	0.7195	0.184	0.000	Valid
		BI4	0.8805	0.184	0.000	Valid

Source : Primery data proccesed, 2018

From Table 4.1 above, it can be known that the magnitude of the correlation of all questions consisted of 4 questions for Perceived ease of use variables, 4 questions for Perceived usefulness, 3 items for Attitude variables toward using electronic money and

4 items for Behavioral Intention to use variables. From the results of the calculation of the correlation coefficient, it has value of $>$ r table (0.184) and p-value of <0.05. It can be concluded that all items are declared valid. Thus, all the questions in the research instrument can be declared feasible as instruments for measuring research data.

b. Reability Test

This test is conducted to determine the extent to which a measuring instrument can provide consistent results when used to measure the same object with the same measuring instrument. The technique used to assess reliability is Cronbachis Alpha, by distributing questionnaires / questionnaires to consumers who know and own Apple laptops and students at several universities in Yogyakarta. A research instrument can be said to be reliable (reliable), if it is more than the value of 0.6.

The results of reliability test can be shown in the following table:

Tabel 4.2

Reability Test Result

Variable	Coef. Alpha Cronbach	Critical Value	Annotation
Perceived ease of use	0.887	0.6	Reliable
Perceived usefulness	0.992	0.6	Reliable
Attitude toward using electronic money	0.629	0.6	Reliable
Behavioral Intention to use electronic money	0.796	0.6	Reliable

Source: Primery proccesed data, 2018

Based on the summary of reliability test results as summarized in the table above, it can be seen that the value of the Cronbach Alpha coefficient on all variables is greater than the critical value of 0.6. All the questions in the research variable are reliable. Thus, the questions in the research variable can be used for further research.

4.2. Descriptive Analysis

Descriptive analysis is intended to explain research data in the form of frequency. The data is usually in the form of tables and analysis based on research data. Descriptive analysis describes the description of the respondent's characteristics and explains the respondent's assessment of the Perceived ease of use variables, Perceived usefulness, Attitude toward using and Behavioral Intention to use in using e-money.

4.3. Respondent Characteristic

The characteristics of the respondents analyzed in this research included gender. The characteristics of the respondents can be explained as follows:

a.Gender

The characteristics of the respondents can be explained as follows:

Table 4.3
Classification of Respondents by Gender

Gender	Sum	Percentage
Man	52	45.6%
Woman	62	54.4%
Total	114	100.0%

Source: Primery proccesed data, 2018

Based on Table 4.3, it can be seen that 54.4% of respondents were female and 45.6% of respondents were male. This shows that women had the intention to use larger e-money application.

4.4. Descriptive Statistic Valuation Research Variable

Descriptive statistics were used to explain the nature of each variable that was included in the research model. Descriptive statistics generated in the analysis were in the form of average values and standard deviations of the research variables used. The analysis were based on the answers of 114 respondents in the research questionnaire. These statistics can be seen as follows:

Table 4.4 Descriptive Statistics

	n	Minimum	Maximum	Mean	Std. Deviation
PEoU1	114	2.00	5.00	4.5789	.65032
PEoU2	114	2.00	5.00	4.4737	.76668
PEoU3	114	1.00	5.00	4.2719	.98919
PEoU4	114	1.00	5.00	4.2632	.92222
Peou	**114**	**2.25**	**5.00**	**4.3969**	**.72854**
PU1	114	1.00	5.00	4.2895	.91906
PU2	114	1.00	5.00	4.1930	.93956
PU3	114	1.00	5.00	4.3684	.87505
PU4	114	1.00	5.00	4.1491	1.05790
PU	**114**	**1.25**	**5.00**	**4.2500**	**.85510**
ATU1	114	2.00	5.00	4.4474	.76531
ATU2	114	1.00	5.00	4.2018	1.08228
ATU3	114	1.00	5.00	3.9035	1.30329
ATU	**114**	**2.33**	**5.00**	**4.1842**	**.81299**
BI1	114	1.00	5.00	4.3009	.97179
BI2	114	1.00	5.00	4.3860	.86739
BI3	114	1.00	5.00	4.2193	1.06230
BI4	114	1.00	5.00	4.0614	1.08314
BI	**114**	**2.00**	**5.00**	**4.2325**	**.80080**

Source: Primery proccesed data, 2018

Based on the results in Table 4.4, it can be seen that the assessment on Perceived ease of use variable was 4.3969 and the standard deviation was 0.72854. This shows that respondents had given a high assessment of Perceived ease of use variables. Thus, consumers had felt the ease of using e-money. Respondents in using electronic money found simple and easy to understand, easy to make transactions using electronic money, does not require much effort and feels comfortable using electronic money.

The results of data analysis on the Perceived usefulness variable was 4.2500 and the standard deviation was 0.85510. This shows that respondents had given a very high assessment of Perceived usefulness variables. Thus, the perceptions of respondents that would give benefit from e-money was quite large. The perceived benefits include using electronic money to improve performance in transactions, increase productivity, increase effectiveness in transactions. Overall, electronic money was useful in transaction activities.

The results of data analysis on the Attitude toward using variable was 4.1842 and the standard deviation was 0.81299. This shows that respondents had given high assessment of the Attitude toward using variable. Thus, consumers had good attitude toward electronic money. A good attitude was shown when using electronic money was a good idea, had enjoy feeling when using electronic money and using electronic money was a fun thing.

The results of data analysis on the Behavioral Intention to use variable was 4.2325 and the standard deviation was 0.8008. This shows that the respondent had given a very

high assessment of the intention to use e-money. The desire for great intention was indicated by the desire to use electronic money in the future that will use electronic money because the application is not difficult, using electronic money in daily transaction activities is fun and had the intention to always use electronic money continuously in every transaction.

4.5. Multiple Linear Regretion Analysis

Multiple linear regression analysis explains the effect of perceived ease of use on perceived usefulness, the effect of perceived ease of use and perceived usefulness on attitude toward using new technology and the influence of perceived usefulness and attitude toward using new technology and behavioral Intention to use new technology. Regression analysis is divided into three stages of analysis. Firstly, to carry out the influence of perceived ease of use new technology on perceived usefulness. Secondly, to influence perceived ease of use new technology and perceived usefulness on attitude toward using new technology. Thirdly, to influence perceived usefulness and attitude toward using new technology and behavioral Intention to use. The results of regression analysis can be shown in Table 4.11.

Tabel 4.5 Regretion Analysis Result

Model	Independent Variable	Koef. Reg	BETA	t	sig	R2	F	Sig
I	(Constant)	-0.185		-0.733	0.465			
	Perceived Ease of Use	1.009	0.859	17.790	0.000	0.859	316.488	0.000
	Dependent Var: Perceived usefulnesss							
II	(Constant)	1.577		3.934	0.000			
	Perceived Ease of Use	0.588	0.527	3.352	0.001	0.283	21.866	0.000
	Perceived usefulnesss	0.005	0.005	0.034	0.973			
	Dependent Var: Attitude Toward Using							
III	(Constant)	0.628		2.267	0.025			
	Perceived usefulnesss	0.612	0.653	10.084	0.000	0.632	95.318	0.000
	Attitude Toward Using	0.240	0.244	3.762	0.000			
	Dependent Var: Behavioral Intention to Use							

Annotation * : significant in level 5% (p<0,05)

Source : Primary data processed, 2018

4.5.1. F Test and Coefficient Determination

The results of F test on model 1 obtained the F Statistic value of 316.488 and the p-value of 0.000 <0.05. Thus, simultaneously the perceived ease of use variable had a significant effect on perceived usefulness in the use of electronic money. While the magnitude of the determination coefficient of 0.859 shows that perceived usefulness of 85.9% can be explained by perceived ease of use variables, while the remaining 14.1% perception of the benefits of using electronic money can be explained by other variables.

The results of the F test in model 2 obtained the F Statistic value of 21.866 and the p-value of 0.000 <0.05. Thus, simultaneously the perceived ease of use and

perceived usefulness variables significantly influence attitude toward using the use of electronic money. While the magnitude of the determination coefficient of 0.283 shows that Attitude toward using in the use of electronic money as much as 28.3% can be explained by Perceived ease of use and Perceived usefulness variables, while the remaining 71.7% of attitude toward using the use of electronic money can be explained by other variables.

The results of the F test in model 3 obtained the F Statistic value of 95,318 and p-value of 0.000 <0.05. Thus, simultaneously the perceived usefulness and attitude toward using variables had significant effect on behavioral intention to use on the use of electronic money. The magnitude of the determination coefficient of 0.632 shows that Behavioral Intention to use electronic money was 63.2% which was explained by the perceived usefulness and attitude toward using variables while the rest was 36.87%. Behavioral Intention to use electronic money can be explained by other variables.

4.5.2. T Test

The t test is used to test the effect of partial independent variables on the dependent variable. T test in this research was proven by hypothesis 1 up to hypothesis 3b.

The first hypothesis (H1) in this research stated that "There is a positive relationship between the perceived ease of use of e-money and perceived Usefulness of use of e-money". In this test as seen in Table 4.5, Model I Significance test on hypothesis 1 proved that the first hypothesis (H1) gave positive impact because it obtained positive beta coefficient value of 0.859 with t count of 17.790 and p-value of

0.000 or smaller than 0.05 which means significant at the level significance of 5%. Thus, H1 in this research was supported by data. This means that the influence of perceived variables ease of use on perceived usefulness in the use of electronic money. The easier the consumer's perception in using electronic money, the higher the perceived benefits.

The second hypothesis (H2a) in this research stated that "**H2a**: There is a positive relationship between perceived usefulness and attitude toward using e-money". In this test, Model II regression analysis used was shown in Table 4.5. Significant test on hypothesis 2a was not proven significantly because positive beta coefficient values was 0.005 and p-value was 0.973 or greater than 0.05, which means the relationship of benefit perception variables and non-significant attitudes at 5% significance level. Thus, H2a is rejected. This means that there is no influence between perceived usefulness variable on attitude toward using electronic money.

The second hypothesis (H2b) in this research stated that "**H2b**: There is a positive relationship between perceived ease of use e-money and the attitude toward using e-money". In this test, Model II regression analysis is used was shown in Table 4.5. Significant test on the H2b hypothesis was proven that the second hypothesis (H2b) gave positive impact because the positive beta coefficient value obtained was 0.527 and the p-value was 0.001 or smaller than 0.05 which means significant at the 5% significance level (H2b was supported). This means that the easier the use of e-money, the higher the respondent's attitude toward electronic money.

The third hypothesis (H3a) in this research stated that "H3a: There is positive relationship between attitudes toward using e-money and behavioral intention to use e-money". In this Model III test, regression analysis was shown in Table 4.5. Significant test on hypothesis 3a was proven positively to give impact because positive beta coefficient value was 0.244 and p-value was 0.000 or less than 0.05 which means significant at 5% significance level or in other words that H3a was supported by data. This means that the higher the attitude of respondents in the use of electronic money, the intention to behave using electronic money is also higher.

The third hypothesis (H3b) in this research stated that "H3b: There is a positive relationship between perceived usefulness of e-money and behavioral intention to use e-money". In this test Model III, regression analysis was used as shown in Table 4.5. Significant test on hypothesis 3a was proven significantly because positive beta coefficient values was 0.653 and p-value was 0.000 or less than 0.05 which means significant at 5% significance level or in other words that H3b is supported in data. This means that the greater the perceived benefit of the respondents in using electronic money, the higher the intention to behave using electronic money.

Based on the test results, the results of path analysis can be described as shown in Figure 4.1.
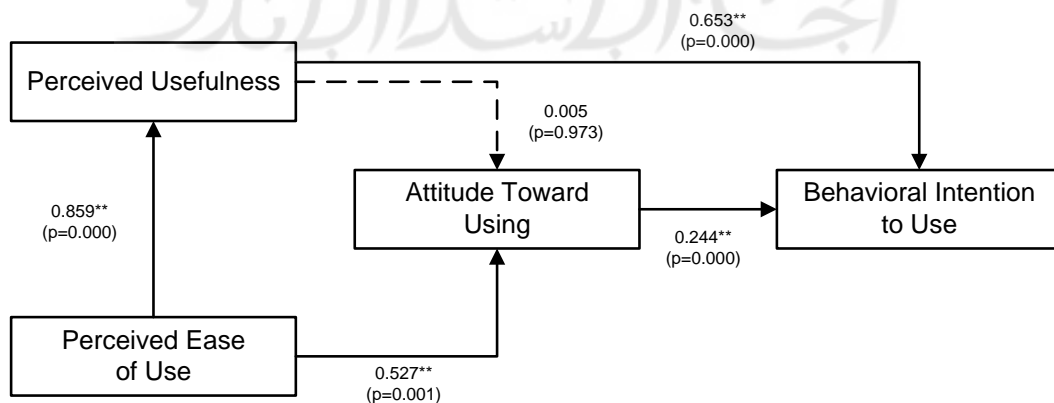
Figure 4.1. Path Analysis Results

The results of path analysis shows that most of the relationships among hypothesized variables proved to have significant effect on the level of 5%. Only the influence of perceived usefulness on attitude toward using electronic money was not proven to be significantly related to Attitude toward using electronic money.

4.5.3. The Effect of Perceived ease of use on perceived usefulness

The test results partially found that perceived ease of use had a significant effect on Perceived usefulness. This means that the perception of respondents was the easier the use of e-money, the higher the perceived benefit. Davis (1989) defined perceived ease of use as the level of one's belief that in using a particular system, it had no hard effort. Even though the business according to each person is different, but in general, to avoid rejection from system users on the system being developed, the system must be easily applied by users without issuing a business that is considered burdensome. Ease of perceived use is one of the constructs in TAM that has been tested in the research of Davis et al. (1989). The results of these studies indicate that this factor is proven to explain a person's reasons for using the information system and explain that the new system being developed is accepted by the user. If someone finds it easy to use information technology (in this case e-money), they will feel that information technology is beneficial to them.

The results of the research supported the research of Teo et al. (2008) that also found perceived ease of use was supported by perceptions of the usefulness / benefits of using technology before the teaching process in Singapore and Malaysia. Furthermore,

Zahra (2009) proved that the perception of ease of use has positive influence on the perception of usability / benefits of the internet as a reference for students.

4.5.4. The Effect of Perceived usefulness on Attitude Toward Using E-money

The test results partially found that Perceived usefulness did not significantly influence Attitude toward using. This means that the size of the benefits felt by respondents in using e-money had not been able to improve the attitude of respondents. This was probably due to the imbalance between the benefits felt by attitudes toward e-money. Based on the facts in the field, it shows that there were still many problems with e-money in various regions, such as e-money refilling that is often problematic, problems with payment receipts that often run out, less responsive or slow tapping machines, and tapping distances that are still difficult to reach by some motorists. This was because the e-money information system is relatively new. Thus, were still many evaluations and improvements to this system, and this will somewhat disrupt the operation of the system.

4.5.5. The Effect of Perceived Ease of Use on Attitude Toward Using E-Money

The test results partially found that Perceived ease of use had significant effect on Attitude toward using electronic money. This means that the respondents' perceptions of using e-money were easier. The attitude toward e-money will also be higher. According to Davis et al. (1989), perceived ease of use is defined as the degree to which someone believes that using a technology will be free from effort. From the definition it is known that the perception of ease of use is also a belief about the decision making process. If someone feels that the information system is easy to use, he

will form a good attitude because   trust is one of the components of attitude. Conversely, if someone feels that the information system is not easy to use, he will not evaluate that the system is not good or has a negative attitude (Hartono, 2007)

The results of the research supported the research of Kim et al. (2009) who found that attitudes toward the use of the system were postulated to partly mediate the influence of perceived ease of use and perceived usefulness in behavioral intentions.

4.5.6. The Effect of Attitude Toward Using E-money on Behavioral Intention Use E-money

The test results of this research found that Attitude toward using had a significant effect on Behavioral Intention to use. This means that the higher the attitude of respondents in using e-money, the higher their interest in using e-money. Attitudes toward behavior are defined as positive or negative evaluations of individuals in carrying out behavior. This involves an individual's assessment that behavior was good or bad and also a general evaluation that an individual tends to or is reluctant to do behavior (Ajzen & Fishbein, 1980). The attitude toward the use of the system conceptually and empirically differs from strength in attitude (for example, weak or strong). Attitudes influence a person's behavior by filtering information and forming individual perceptions (Fazio, 1986), while strength in attitudes reinforces or neutralizes the influence of attitudes on behavior (Petty & Krosnick, 1995). For example, users who feel useful by using certain technologies can use the technology continuously but if users feel uncomfortable using certain technologies, they will leave the technology behind and look for new technology.

4.5.7. The Effect of Perceived Usefulness on Behavioral Intention to Use E-Money

The test results partially found that Perceived usefulness had significant effect on Behavioral Intention to use. This means that the greater the benefits felt by users in using e-money, the higher their interest in using e-money. Usefulness is as a level where someone believes that the use of a particular technology will improve the work performance of that person (Davis, 1986). The usefulness of estimating one factor is that work is easier (makes job easier), useful (usefull), increasing productivity (increase productivity), encouraging effectiveness (enchance effectiveness), improving job performance (improve job performance). Benefit perceptions can also be interpreted as the benefits of using e-money that can improve performance and the performance of people who use it. A person will intend to use e-money if the person believes that e-money can provide benefits to his work and his achievement.

The results of the research supported the research of Zahra (2009) which proved that perceived usefulness had positive and significant effect on behavioral intention in using the internet. In addition, Puschel & J. A. Mazzon (2010) found that behavioral control significantly affected the intention to adopt E-money as a new technology to do transactions.

CHAPTER V

CONCLUSIONS

5.1. Conclusions

Based on the results of the research as described in the previous chapter, some conclusions can be drawn, namely:

1. Perceived ease of use had significant effect on perceived usefulness. This means that the perception of respondents was e-money was easier to use and it had higher benefit.

2. Perceived usefulness did not significantly influence attitude toward the use of electronic money. This means that the size of the benefits felt by respondents in using e-money had not been able to improve the attitude of respondents.

3. Perceived ease of use had significant effect on attitude toward the use of electronic money. This means that the respondents' perceptions of using e-money were easier. Thus, the attitude toward e-money would also be higher.

4. Attitude toward use had significant effect on behavioral intention on the use of electronic money. This means that the higher the attitude of respondents in using e-money, the higher their interest in using e-money.

5. Perceived usefulness had significant effect on behavioral intention on the use of electronic money. This means that the greater the benefits felt by users in using e-money, the higher their interest in using e-money.

5.2. Managerial Implication

The results of this research found that the behavior of using e-money was strongly influenced by attitudes and perceptions of benefits. This showed that the benefits in a system and the attitude of a person towards information systems greatly determined whether these individuals tended to adopt the emoney system or not. These results implied that the existing system should be able to provide benefits that were truly real to the user, such as the performance in transactions becomes better and the transactions become more effective. Thus, it could improve performance and productivity.

In addition, perceived ease of use is a factor that influences attitude toward the using of electronic money. This is one of the convenience factors needed to be considered by the management. Thus, this system can be easily accessed by all users. Easy can be in many way such as it is easy to use, easy to refill, and able to provide comfort for its users.

5.2.3. Suggestion for Further Research

It is better to do the same research by improving the research model, for example using samples that have high intensity in using e-money. Thus, the assessment of this variable is expected to be more representative, because it has extensive experience with the advantages and disadvantages of e-money. In addition, the sample used is larger, with more up to the data analysis methods, for example using SEM AMOS, LISREL or PLS analysis.

5.2.4. Research Limitation

The result of this research will be usefull if applied for the improvement for further research. The research limitations in this research are stated below:

1. This research only used 114 sample. Thus, this research cannot represent all of those who will use or those who already used E-money.

2. Respondents filled up the questionaire independently because it used google form. There were possibilities that the respondents did not fully understand about the question.

3. Not all of the respondents are electronic money user. Therfore there are interference on validity of data.

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APPENDICES

Appendix 1 Correlations 1

Correlations

		PEoU1	PEoU2	PEoU3	PEoU4	Total
PEoU1	Pearson Correlation	1	.794**	.620**	.673**	.856**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	114	114	114	114	114
PEoU2	Pearson Correlation	.794**	1	.657**	.736**	.896**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	114	114	114	114	114
PEoU3	Pearson Correlation	.620**	.657**	1	.668**	.862**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	114	114	114	114	114
PEoU4	Pearson Correlation	.673**	.736**	.668**	1	.887**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	114	114	114	114	114
Total	Pearson Correlation	.856**	.896**	.862**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	114	114	114	114	114

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	114	100.0
	Excluded[a]	0	.0
	Total	114	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.887	4

Appendix 2 Correlations 2

Correlations

		PU1	PU2	PU3	PU4	Total
PU1	Pearson Correlation	1	.826**	.791**	.738**	.926**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	114	114	114	114	114
PU2	Pearson Correlation	.826**	1	.709**	.683**	.889**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	114	114	114	114	114
PU3	Pearson Correlation	.791**	.709**	1	.772**	.902**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	114	114	114	114	114
PU4	Pearson Correlation	.738**	.683**	.772**	1	.893**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	114	114	114	114	114
Total	Pearson Correlation	.926**	.889**	.902**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	114	114	114	114	114

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	114	100.0
	Excluded[a]	0	.0
	Total	114	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.922	4

Appendix 3 Correlations 3

Correlations

		ATU1	ATU2	ATU3	Total
ATU1	Pearson Correlation	1	.414**	.150	.578**
	Sig. (2-tailed)		.000	.111	.000
	N	114	114	114	114
ATU2	Pearson Correlation	.414**	1	.535**	.859**
	Sig. (2-tailed)	.000		.000	.000
	N	114	114	114	114
ATU3	Pearson Correlation	.150	.535**	1	.819**
	Sig. (2-tailed)	.111	.000		.000
	N	114	114	114	114
Total	Pearson Correlation	.578**	.859**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	114	114	114	114

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	114	100.0
	Excludedª	0	.0
	Total	114	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.629	3

Appendix 4 Correlations 4

Correlations

		BI1	BI2	BI3	BI4	Total
BI1	Pearson Correlation	1	.504**	.287**	.505**	.719**
	Sig. (2-tailed)		.000	.002	.000	.000
	N	113	113	113	113	113
BI2	Pearson Correlation	.504**	1	.445**	.775**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	113	114	114	114	114
BI3	Pearson Correlation	.287**	.445**	1	.496**	.720**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	113	114	114	114	114
BI4	Pearson Correlation	.505**	.775**	.496**	1	.876**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	113	114	114	114	114
Total	Pearson Correlation	.719**	.838**	.720**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	113	114	114	114	114

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	113	99.1
	Excluded[a]	1	.9
	Total	114	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.796	4

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Perceived Ease of Use^b	.	Enter

a. Dependent Variable: Perceived Usefulness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859^a	.739	.736	.43912

a. Predictors: (Constant), Perceived Ease of Use

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.028	1	61.028	316.488	.000^b
	Residual	21.597	112	.193		
	Total	82.625	113			

a. Dependent Variable: Perceived Usefulness

b. Predictors: (Constant), Perceived Ease of Use

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.185	.253		-.733	.465
	Perceived Ease of Use	1.009	.057	.859	17.790	.000

a. Dependent Variable: Perceived Usefulness

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Perceived Usefulness, Perceived Ease of Use^b	.	Enter

a. Dependent Variable: Attitude Toward Using

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532^a	.283	.270	.69476

a. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.109	2	10.555	21.866	.000^b
	Residual	53.578	111	.483		
	Total	74.687	113			

a. Dependent Variable: Attitude Toward Using

b. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.577	.401		3.934	.000
	Perceived Ease of Use	.588	.175	.527	3.352	.001
	Perceived Usefulness	.005	.149	.005	.034	.973

a. Dependent Variable: Attitude Toward Using

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Attitude Toward Using, Perceived Usefulness[b]	.	Enter

a. Dependent Variable: Behavioral Intention to Use
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.632	.625	.49014

a. Predictors: (Constant), Attitude Toward Using, Perceived Usefulness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.798	2	22.899	95.318	.000[b]
	Residual	26.667	111	.240		
	Total	72.465	113			

a. Dependent Variable: Behavioral Intention to Use
b. Predictors: (Constant), Attitude Toward Using, Perceived Usefulness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.628	.277		2.267	.025
	Perceived Usefulness	.612	.061	.653	10.084	.000
	Attitude Toward Using	.240	.064	.244	3.762	.000

a. Dependent Variable: Behavioral Intention to Use

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Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Ease of Use	114	2.25	5.00	4.3969	.72854
Perceived Usefulness	114	1.25	5.00	4.2500	.85510
Attitude Toward Using	114	2.33	5.00	4.1842	.81299
Behavioral Intention to Use	114	2.00	5.00	4.2325	.80080
Valid N (listwise)	114				

Questionnaire that was being distributed via online form.

Kuesioner Analisa Technology Acceptance Method Terhadap Penggunaan Electronic Money

Kepada Responden yang terhormat,

Saya mohon dengan sangat untuk mengisi kuesioner dibawah ini guna memenuhi data untuk tugas akhir saya sebagai mahasiswa di Fakultas Ekonomi Universitas Islam Indonesia.

Saya harap segala pertanyaan dibawah ini dijawab dengan jujur dan bersungguh.

Kuesioner ini semata mata untuk kepentingan ilmiah dan dijamin kerahasiaannya.

Hormat Saya,

Mohammad Djordy Djatiksuma

14312464

Petunjuk Pengisian:

Silahkan jawab pernyataan-pernyataan di bawah dengan memberikan klik pada tempat yang tersedia untuk jawaban yang paling sesuai dengan kondisi anda.

Untuk menjawab menggunakan skala sebagai berikut:

1. Sangat Tidak Setuju	2. Tidak Setuju	3. Netral	4. Setuju	5. Sangat Setuju

No.	perceived ease of use	1	2	3	4	5
1	Using electronic money is intelligible and easy to understand.					
2	In my opinion using electronic money does not require much effort.					
3	I feel handy to get electronic money service to do transaction					
4	In my opinion electronic money convenient to use					
	perceived usefulness					
1	Using electronic money improve my performance to do transaction					
2	Using electronic money improve my productivity.					
3	Using electronic money improve my efectivity to do					

	transaction.						
4	Overall electronic money usefull for my transaction activity						
	behavioral intention						
1	Using electronic money for my paymnet activity is favorable.						
2	I think it is a good idea to use electronic money.						
3	I enjoy to use electronic money.						
4	Using electronic money is pleasurable.						
	attitude toward using						
1	I will use electronic money in the future.						
2	In my opinion using electronic money is handy.						
3	For me using electronic money on a regular basis is extremely pleasant.						