

ABSTRACT

This study aims to examine and analyze how perceived usefulness, perceived ease of use and perceived trust impacts to attitude toward using m-commerce (in this case is cellular or mobile apps) both partially or simultaneously. Research data is based on business partner or reseller of wholesale principle Iken Group. Population is current active reseller who has downloaded and installed Iken's mobile app and this is about 325. The sampling is calculated using Slovin's formula on 5% error tolerance and this is equal to 178. The method of analysis used in this study is multiple linear regression which completed using partial (t-test), simultaneous (F-test) and determination (R Square-test). Classical Linear Regression Model (CLRM) is also used to determine the regression model are can be used. All analytical data are processed using computer software IBM SPSS Statistics version 23 for Mac. The result showed that perceived usefulness is strong and significant influences attitude toward using m-commerce Iken, perceived ease of use is also significant but has low influences, perceived trust has high and significant influence to attitude toward using m-commerce Iken. Simultaneously, all independent variables are significantly influence to dependent variable.

Keyword: Perceived Usefulness, Perceived Ease of Use, Perceived Trust and Attitude Toward Using m-Commerce Iken Mobile app.



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh secara parsial persepsi manfaat terhadap sikap penerimaan, persepsi aksesibilitas terhadap sikap penerimaan, persepsi keyakinan terhadap sikap penerimaan dan pengaruh secara simultan persepsi manfaat, persepsi aksesibilitas, persepsi keyakinan terhadap sikap penerimaan. Populasi penelitian ini adalah pelanggan tetap grosir Iken Group yang telah mengunduh dan memasang aplikasi seluler grosir Iken yang tersebar di seluruh wilayah Indonesia yang saat ini tercatat sebanyak 325 pelanggan. Jumlah sampel ditentukan dengan menggunakan rumus *Slovin* pada tingkat kesalahan 5% yaitu sejumlah 178. Metode analisis kuantitatif dengan menggunakan analisis persamaan regresi linear berganda, dilanjutkan dengan uji simultan (uji-F), pengujian hipotesis secara parsial (uji-t) dan analisis determinasi (*R Square*) dengan *alpha* 5 persen (0,05). Sebelum uji regresi, terlebih dahulu dilakukan uji kualitas data dan uji asumsi klasik. Alat bantu analisis menggunakan perangkat lunak *IBM SPSS Statistics* versi 23 untuk *Mac*. Hasil penelitian menunjukkan bahwa persepsi manfaat berpengaruh kuat terhadap sikap penerimaan secara parsial, persepsi aksesibilitas berpengaruh terhadap sikap penerimaan secara parsial, persepsi keyakinan berpengaruh kuat terhadap sikap penerimaan, dan secara simultan persepsi manfaat, persepsi aksesibilitas dan persepsi keyakinan berpengaruh terhadap sikap penerimaan aplikasi seluler (*m-Commerce*) Iken Group Jakarta, Indonesia.

Kata kunci: Persepsi Manfaat, Persepsi Aksesibilitas, Persepsi Keyakinan dan Sikap Penerimaan *m-Commerce*.

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