

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *attitude*, *subjective norm*, *perceive behavioral control* terhadap minat beli dan implikasinya terhadap perilaku nasabah dalam menggunakan *mobile banking*. Populasi dalam penelitian ini adalah seluruh mahasiswa fakultas manajemen Universitas Mercu Buana kelas tahun 2015. Sampel yang dipergunakan adalah sebanyak 150 nasabah, dihitung berdasarkan teknik *pusposive sampling*. Metode penarikan sampel menggunakan teknik *non probability sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square* versi 3.0. Penelitian ini membuktikan bahwa *attitude* berpengaruh positif dan tidak signifikan terhadap minat penggunaan. *Subjective Norm* berpengaruh positif namun tidak signifikan terhadap minat penggunaan. *Perceive Behavior Control* berpengaruh positif dan signifikan terhadap minat penggunaan. *Perceive Behavior Control* berpengaruh positif dan signifikan terhadap perilaku penggunaan. minat penggunaan berpengaruh positif dan signifikan terhadap perilaku penggunaan.

Kata kunci: *attitude*, *Subjective Norm*, *Perceive Behavior Control*, minat penggunaan, perilaku penggunaan.



ABSTRACT

This study aims to analyze the effect of attitude, subjective norm, perceive behavioral control on buying interest and the implications for customer behavior in using mobile banking. The population in this study were all students of the management faculty of Mercu Buana University 2015. The sample used was 150 customers, calculated based on purposive sampling techniques. The sampling method uses a non probability sampling technique. The methods of data collection using survey methods, with the research instrument is a questionnaire. The data analysis method uses Partial Least Square version 3.0. This study proves that attitude has a positive but not significant effect on interest in use. Subjective Norm has a positive but not significant effect on usage interest. Perceive Behavior Control has a positive and significant effect on interest in use. Perceive Behavior Control has a positive and significant effect on usage behavior. interest in use has a positive and significant effect on usage behavior.

Keywords: attitude, Subjective Norm, Perceive Behavior Control, interest in use, usage behavior.

