

## ABSTRAK

Pandemi Covid 19 yang melanda dunia berdampak pada penyelenggaraan pernikahan, interaksi social dibatasi, penggunaan *virtual wedding* pun semakin meningkat sebagai salah satu layanan inovasi baru pendukung pernikahan. Viding.co merupakan salah satu perusahaan penyedia jasa *Virtual wedding* yang menjadi studi kasus pada penelitian ini. Penelitian ini bertujuan untuk menganalisa apakah *Perceive of Usefulness*, *Perceive Ease of Use* berpengaruh positif terhadap *Behavior Intention to Use Virtual Wedding*. Populasi dalam penelitian ini adalah 112 responden yang berada di Wilayah DKI. Penelitian ini menggunakan pendekatan kuantitatif dan analisis olah data SmartPLS. Hasil penelitian ini menyatakan bahwa variable *Perceive of Usefulness*, *Perceive Ease of Use* berpengaruh positif terhadap *Behavior Intention to Use Virtual Wedding*.

**Kata kunci :** *Perceive of Usefulness*, *Perceive Ease of Use*, *Behavior Intention to Use*, *Virtual wedding*



UNIVERSITAS  
MERCU BUANA

## **ABSTRACT**

*The Covid 19 pandemic that hit the world has had an impact on holding weddings, social interactions are limited, the use of virtual weddings is increasing as a new innovative service to support weddings. Viding.co is a virtual wedding service provider company which is the case study in this research. This study aims to analyze whether the Perceive of Usefulness, Perceived ease of use has a positive effect on Behavior Intention to Use Virtual Wedding. The population in this study were 112 respondents who were in DKI Region. This study uses a quantitative approach and analysis of SmartPLS data processing. The results of this study state that the variable Perceive of Usefulness, Perceived ease of use has a positive effect on Behavior Intention to Use Virtual Wedding.*

**Keywords:** *Perceive of Usefulness, Perceive Ease of Use, Behavior Intention to Use, Virtual wedding*



UNIVERSITAS  
MERCU BUANA