

ABSTRACT

This research aims to analyze the influence of perceived usefulness, perceived ease of use, and trust on the intention to use the Wanda application, with attitude as a mediating variable, in Tangerang Regency. The population in this study consists of all consumers who have purchased Honda motorcycles at the Tangerang Regency Dealer and are familiar with Wanda. The sample size used is based on the number of indicators, which is 150 respondents. A survey was conducted using a Google Form questionnaire, and the data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS).

The results of the study indicate that perceived usefulness has a significant positive effect on attitude. On the other hand, perceived ease of use does not have a significant positive effect on attitude. Perceived trust has a significant positive effect on attitude. Furthermore, perceived usefulness does not have a significant effect on the intention to use Wanda. Perceived ease of use has a significant positive effect on the intention to use Wanda. Perceived trust has a significant positive effect on the intention to use Wanda. This study also found that attitude mediates the relationship between perceived usefulness and the intention to use, as well as the relationship between perceived trust and the intention to use, but it does not mediate the relationship between perceived ease of use and the intention to use. Attitude towards usage has a positive and significant effect on the intention to use Wanda.

Keywords: Perceived usefulness, Perceived ease of use, Trust, Attitude, Intention to use

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ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh persepsi kemanfaatan, persepsi kemudahan dan kepercayaan terhadap minat menggunakan aplikasi wanda dengan sikap sebagai variabel mediasi di kabupaten tangerang. Populasi dalam penelitian ini adalah seluruh konsumen yang melakukan pembelian motor Honda di Dealer Kabupaten Tangerang dan mengetahui wanda. Jumlah sampel yang digunakan berdasarkan jumlah indikator 150 responden. Survei dilakukan menggunakan kuisioner google form, kemudian data di analisis menggunakan *SEM-Partial Least Square* (PLS). Hasil Penelitian Menunjukkan Persepsi kemanfaatan berpengaruh positif signifikan terhadap Sikap. Disisi lain Persepsi Kemudahan tidak berpengaruh positif signifikan terhadap sikap. Persepsi Kepercayaan berpengaruh positif signifikan terhadap sikap. Selanjutnya Persepsi Kemanfaatan tidak berpengaruh signifikan terhadap minat menggunakan wanda. Persepsi Kemudahan berpengaruh positif signifikan terhadap minat menggunakan wanda. Persepsi Kepercayaan berpengaruh positif signifikan terhadap minat menggunakan wanda. Studi ini juga menemukan bahwa sikap memediasi hubungan antara persepsi manfaat dengan minat menggunakan dan persepsi percaya dengan minat menggunakan tetapi tidak memediasi hubungan antara persepsi kemudahan dengan minat menggunakan. *toward using*). Sikap penggunaan berpengaruh positif dan signifikan terhadap Minat menggunakan Wanda.

Kata Kunci : Persepsi manfaat, Persepsi kemudahan, Kepercayaan, Sikap, Minat

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