

PENGARUH PERCEIVED SECURITY, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE TERHADAP ATTITUDE TOWARDS USE DAN INTENTION TO USE JASA MOBILE PAYMENT DOMPETKU PT INDOSAT OOREDOO, TBK

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This research aims to find out the effect of perceived security, perceived ease of use, perceived usefulness on attitude towards use and intention to use of mobile payment services Dompetku PT Indosat Ooredoo. Tbk. the population of this research are users of Dompetku in Jakarta. The number of samples in this research are one hundred and six. The method of data collection was conducted by distributing the online questionnaires to the Dompetku users. This research considering the validity and reliability of data by performing the validity and reliability test. The technique of data analysis used in this study were classic assumption test, double regression analysis, simple regression analysis and mediating test and F-test and t-test for hypothesis test.

The conclusion of this research are (a) perceived ease of use, perceived usefulness have significant and positive effect on intention to use but perceived security has not significant effect on intention to use. (b) perceived ease of use, perceived usefulness have significant and positive effect on attitude towards use but perceived security has not significant effect on attitude towards use. (c) Attitude towards use has a positive effect on intention to use. (d) attitude towards use could mediate the effect of perceived ease of use, perceived usefulness to intention to use but attitude towards use could not mediate the effect of perceived security to intention to use.

Keywords: Perceived Security, Perceived Usefulness, Perceived Ease of Use, Attitude Towards Use and Intention to use, Mobile Payment