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ABSTRACT

The purpose of this research is to identify the effect between Perceived easy of Use, Perceived Service Credibility, Perceived Social Influence with Self efficacy as the Mediation variable towards parties who have Intention Of Use Mobile payment in Jakarta. The data in this research was collected through questionnaire method using Google Form. The research results showed that there is implication between Perceived easy of Use, Perceived Service Credibility, Perceived Social Influence, also implication if Self efficacy is used as a mediation variable. Also there is implication between Perceived easy of Use, Perceived Service Credibility, Perceived Social Influence towards Self Efficacy, and implication between Self efficacy towards Intention Of Use Mobile payment.

Keywords: Perceived easy of Use, Perceived Service Credibility, Perceived Social Influence, Self Efficacy, Intention Of Use Mobile payment, Technology Acceptance Model