THE INFLUENCE OF POST-USAGE USEFULNESS, SELF-EFFICACY AND SATISFACTION TOWARDS THE APPLICATION CONTINUANCE INTENTION OF T-CASH

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APPROVAL PAGE

THESIS

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FOREWORDS

All praises to God, for His blessings, love, guidance and wisdom so that the author was able to finish the thesis titled "The Influence of Post-Usage Usefulness, Self-Efficacy and Satisfaction Towards the Application Continuance Intention of T-Cash". This thesis is written as one of the requirements for the author to obtain the degree of Bachelor Management from Business Faculty of Widya Mandala Catholic University Surabaya.

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Researcher

Laurenzia Juvelin

TABLE OF CONTENTS

COVER PAGE i
APPROVAL PAGE ii
VALIDATION PAGE iii
AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER iv
FOREWORDS v
TABLE OF CONTENTS vii
TABLE LISTS x
PICTURE LISTS xi
APPENDIX LISTS xii
ABSTRACT xiii
ABSTRAK xiv

CHAPTER 1 INTRODUCTION
1.1 Background 1
1.2 Research Questions 6
1.3 Research Objectives 7
1.4 Benefits of the Research 7
1.5 The Writing Systematics 8

CHAPTER 2 LITERATURE REVIEW
2.1 Theoretical Foundation 9
2.1.1 Extended Model of Information Technology Continuance 9
2.1.2 Post-Usage Usefulness 11
2.1.3 Self-Efficacy 12
2.1.4 Satisfaction 13
2.1.5 Application Continuance Intention 14
2.2 Previous Research 14
2.3 Hypotheses Development 18
2.3.1 Relationship between Variables 18
2.3.1.1 The effect of Post-Usage Usefulness on the Application Continuance Intention 18
2.3.1.2 The effect of Post-Usage Usefulness on Satisfaction 18
2.3.1.3 The effect of Self-Efficacy on the Application

Continuance Intention 19
2.3.1.4 The effect of Self-Efficacy on Satisfaction 20
2.3.1.5 The effect of Satisfaction on the Application Continuance Intention 20
2.3.2 Hypotheses 21
2.4 Research Framework 22

CHAPTER 3 RESEARCH METHODOLOGY
3.1 Research Design 23
3.2 Variable Identification, Operational Definition of Variables and Variable Measurement 23
3.2.1 Variable Identification 23
3.2.2 Operational Definition of Variables 23
3.2.2.1 Post-Usage Usefulness 23
3.2.2.2 Self-Efficacy 24
3.2.2.3 Satisfaction 24
3.2.2.4 Application Continuance Intention 25
3.2.3 Variable Measurement 25
3.3 Type and Source of Data 25
3.4 Tool and Data Collection Method 26
3.5 Population, Sample and Sampling Technique 26
3.5.1 Population 26
3.5.2 Sample 26
3.5.3 Sampling Technique 27
3.6 Data Analysis Technique 27
3.6.1 Data Normality Testing 28
3.6.2 Validity Testing 28
3.6.3 Reliability Testing 28
3.6.4 Overall Model Fit Testing 29
3.6.5 Structural Equation Model Fit Testing 30
3.6.6 Hypothesis Testing 30

CHAPTER 4 ANALYSIS AND DISCUSSION
4.1 General Description of the Research Object 31
4.1.1 Characteristic of Respondents Based on Gender 31

4.1.2 Characteristic of Respondents Based on Age 31
4.1.3 Characteristic of Respondents Based on the Last Education ... 32
4.1.4 Characteristic of Respondents Based on Occupation 32
4.1.5 Characteristic of Respondents Based on Monthly Income 33
4.1.6 Characteristic of Respondents Based on The Use of T-Cash .. 34
4.2 Data Description for the Research Variables 34
4.2.1 Descriptive Statistics of Post-Usage Usefulness Variable 35
4.2.2 Descriptive Statistics of Self-Efficacy Variable 36
4.2.3 Descriptive Statistics of Satisfaction Variable 36
4.2.4 Descriptive Statistics of Application Continuance Intention Variable 37
4.3 Data Analysis by using SEM LISREL 38
4.3.1 Data Normality Testing 38
4.3.2 Validity Testing 39
4.3.3 Reliability Testing 40
4.3.4 Overall Model Fit Testing 41
4.3.5 Structural Model Fit Testing 42
4.3.6 Hypothesis Testing 43
4.4 Discussion 45
4.4.1 The effect of Post-Usage Usefulness on the Application Continuance Intention 45
4.4.2 The effect of Post-Usage Usefulness on Satisfaction 46
4.4.3 The effect of Self-Efficacy on the Application Continuance Intention 47
4.4.4 The effect of Self-Efficacy on Satisfaction 48
4.4.5 The effect of Satisfaction on the Application Continuance Intention 49

CHAPTER 5 CONCLUSION, LIMITATION AND SUGGESTIONS
5.1 Conclusion 51
5.2 Limitation 52
5.3 Suggestions 52

REFERENCES
APPENDIX

TABLE LISTS

Table 1.1	The List of E-money Publishers in Indonesia	2
Table 1.2	E-money Transactions in Indonesia on Mid-2017 and Mid-2018	3
Table 2.1	Comparison between Previous Research and Current Research	16
Table 3.1	5 Likert Scale	25
Table 4.1	Respondents' Characteristic Based on Gender	31
Table 4.2	Respondents' Characteristic Based on Age	32
Table 4.3	Respondents' Characteristic Based on the Last Education	32
Table 4.4	Respondents' Characteristic Based on Occupation	33
Table 4.5	Respondents' Characteristic Based on Monthly Income	33
Table 4.6	Respondents' Characteristic Based on The Use of T-Cash	34
Table 4.7	Average Interval Score of Research Variables	35
Table 4.8	Descriptive Statistics of Post-Usage Usefulness Variable	35
Table 4.9	Descriptive Statistics of Self-Efficacy Variable	36
Table 4.10	Descriptive Statistics of Satisfaction Variable	37
Table 4.11	Descriptive Statistics of Application Continuance Intention Variable	37
Table 4.12	Result of Univariate Normality Testing	38
Table 4.13	Result of Multivariate Normality Testing	39
Table 4.14	Result of Validity Testing	40
Table 4.15	Reliability Testing	41
Table 4.16	Result of Goodness of Fit	41
Table 4.17	Result of Hypotheses Testing	44

PICTURE LISTS

Picture 1.1	The Most Popular E-Money in Indonesia in 2017	5
Picture 2.1	Original IT Continuance Model	10
Picture 2.2	The Extended Model of IT Continuance	11
Picture 2.3	Research Framework	22
Picture 4.1	Path Diagram (Estimates)	42

APPENDIX LISTS

Appendix 1 Questionnaire
Appendix 2 Respondent's Characteristics
Appendix 3 Respondents' Data from Questionnaire
Appendix 4 Descriptive Statistics
Appendix 5 Normality Test Result
Appendix 6 Reliability Test Result
Appendix 7 SEM LISREL Output
Appendix 8 Path Diagram Estimates, Standardized Solution and T-Value

ABSTRACT

In this era, digitalization becomes the trend on which everything goes digital and this includes paying through application. The users' intention to continue using the application is very important. Based on the extended model of information technology continuance, the factors that influence the application continuance intention are post-usage usefulness, self-efficacy and satisfaction. This research aimed to analyze the influence of Post-Usage Usefulness, Self-Efficacy and Satisfaction Towards the Application Continuance Intention of T-Cash. This research is a causal study and uses a non-probability purposive sampling technique.

The total number of respondents is 150 respondents who have T-Cash application and had experiences in using T-Cash application for payment in the last three months. In order to participate in this research, respondents must fill out the questionnaire given by the researcher through google form. The data that were collected is then processed and analyzed by using Structural Equation Modeling technique through LISREL software.

This research proved that Post-Usage Usefulness has a significant positive effect on the Application Continuance Intention and Satisfaction, Self-Efficacy has a significant positive effect on the Application Continuance Intention and Satisfaction, and Satisfaction has a significant positive effect on the Application Continuance Intention. The suggestions for T-Cash are to add more features that are beneficial for the users to make their payments fasters, designing an easy and interactive user interface, and providing users with easy to follow instructions on how to process their payment through their application.

Keywords: *Post-Usage Usefulness, Self-Efficacy, Satisfaction, Application Continuance Intention*

ABSTRAK

Di era ini, digitalisasi sudah menjadi tren dimana semuanya menjadi serba digital dan hal ini termasuk membayar melalui aplikasi. Niat pengguna untuk terus menggunakan aplikasi sangat penting. Berdasarkan teori *extended model of information technology continuance*, faktor-faktor yang mempengaruhi *application continuance intention* adalah *post-usage usefulness, self-efficacy and satisfaction.* Penelitian ini bertujuan untuk menganalisis pengaruh *Post-Usage Usefulness, Self-Efficacy and Satisfaction* terhadap *Application Continuance Intention* pada T-Cash. Penelitian ini merupakan penelitian kausal dan penelitian ini menggunakan teknik *non-probability purposive sampling.*

Penelitian ini mengambil 150 responden yang memiliki aplikasi T-Cash dan berpengelaman menggunakan aplikasi T-Cash untuk pembayaran dalam tiga bulan terakhir. Alat ukur yang digunakan berupa kuesioner yang disebar melalui *google form.* Data yang dikumpulkan kemudian diolah dan dianalisis menggunakan teknik *structural equation modeling* melalui program LISREL.

Penelitian ini membuktikan bahwa *Post-Usage Usefulness* berpengaruh signifikan dan positif terhadap *Application Continuance Intention* dan *Satisfaction, Self-Efficacy* berpengaruh signifikan dan positif terhadap *Application Continuance Intention* dan *Satisfaction,* dan *Satisfaction* berpengaruh signifikan dan positif terhadap *Application Continuance Intention.* Saran untuk T-Cash adalah menambah lebih banyak fitur yang bermanfaat bagi pengguna untuk melakukan pembayaran dengan cepat, merancang tampilan aplikasi menjadi lebih mudah dan interaktif, dan menyediakan petunjuk yang gampang diikuti oleh pengguna tentang bagaimana cara memproses pembayaran melalui aplikasi T-Cash.

Keywords: *Post-Usage Usefulness, Self-Efficacy, Satisfaction, Application Continuance Intention*