

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



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FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019**

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APPROVAL PAGE

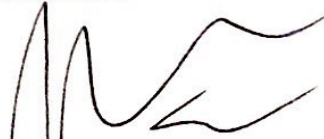
THESIS

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T-CASH**

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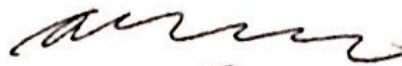
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FOREWORDS

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

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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 faster, 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 berpengalaman 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*