ANALYSIS OF OVO PAYLATER'S BENEFITS AND SACRIFICES TOWARD ADOPTION INTENTION THROUGH THE MEDIATION OF PERCEIVED VALUE

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APPROVAL PAGE

THESIS

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Acknowledge that this final research study report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published in internet or other media (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extend of copyright law.

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FOREWORDS

All praises to Jesus Christ for His blessings, love, wisdom, and guidance so that the researcher was able to complete this final assignment titled "Analysis of OVO PayLater's Benefits and Sacrifices Toward Adoption Intention Through the Mediation of Perceived Value". This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of final assignment, the researcher appreciates all the help, supports, guidance, advice and critics from various sources. Thus, the author would like to express gratitude to:

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Surabaya, January 2020

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Rachel Livia Hartanto

TABLE OF CONTENTS

PAGE

COVER PAGE i
APPROVAL PAGE ii
VALIDATION PAGE iii
AUTHENCITY STATEMENT AND PUBLICATION
APPROVAL OF SCIENTIFIC PAPERS iv
FOREWORDS v
TABLE OF CONTENTS vii
LIST OF TABLES ix
LIST OF FIGURES x
LIST OF APPENDIXES xi
ABSTRACT xii
ABSTRAK xiii

CHAPTER 1: INTRODUCTION 1
1.1 Research Background 1
1.2 Research Questions 6
1.3 Research Objectives 7
1.4 Significance of the Study 8
1.5 Writing Systematic 8

CHAPTER 2: THEORETICAL REVIEW 10
2.1 Literature Review 10
2.2 Previous Research 16
2.3 Relationships between Variables 18
2.4 Research Framework 22

CHAPTER 3: RESEARCH METHODOLOGY 23
3.1 Research Design 23
3.2 Variable Identification, Operational Definition, and Variable Measurement 23
3.3 Type and Source of Data 26
3.4 Tools and Data Collection Methods 26
3.5 Population, Sample, and Sampling Techniques 27
3.6 Data Analysis Technique 28

CHAPTER 4: DISCUSSION AND ANALYSIS 32
4.1 Research Object General Description 32
4.2 Data Description 33
4.3 Data Analysis Result 37
4.4 Discussion 49

CHAPTER 5: CONCLUSION, LIMITATION, AND SUGGESTION 53
5.1 Conclusion 53
5.2 Limitation.....54
5.3 Suggestion.....54

REFERENCES

APPENDIX

LIST OF TABLES

PAGE

Table 1.1 List of Bank Indonesia's Licensed E-Money Operators 3
Table 1.2 List of Registered Financial Technology Companies by OJK.....5
Table 2.1 Comparison of Previous Research and Current Research.....16
Table 3.1 Rules of Thumb in Outer Model Measurement 28
Table 3.2 Rules of Thumb in Inner Model Measurement.....29
Table 4.1 Characteristics of Respondents Based on Age.....31
Table 4.2 Summary of Respondents' Responses 32
Table 4.3 Average Interval Score of Research Variables 33
Table 4.4 Descriptive Statistics of Usefulness Variable 33
Table 4.5 Descriptive Statistics of Enjoyment Variable 34
Table 4.6 Descriptive Statistics of Technicality Variable.....34
Table 4.7 Descriptive Statistics of Perceived Fee Variable 35
Table 4.8 Descriptive Statistics of Perceived Value Variable 35
Table 4.9 Descriptive Statistics of Adoption Intention Variable 36
Table 4.10 Outer Loading 38
Table 4.11 Average Variance Extracted (AVE).....39
Table 4.12 Discriminant Validity – Cross Loading 39
Table 4.13 Square Root AVE.....40
Table 4.14 Composite Reliability 41
Table 4.15 R-Square Value 42
Table 4.16 F-Square Effect Size Test Result 43
Table 4.17 Predictive Relevance.....43
Table 4.18 Path Coefficient.....44
Table 4.19 Indirect Effect 45
Table 4.20 Hypothesis Testing.....45

LIST OF FIGURES

PAGE

Figure 2.1 Research Framework 21
Figure 4.1 SmartPLS 3.0 Path Modeling 37

LIST OF APPENDIXES

Appendix 1 List of Bank Indonesia's Licensed E-Money Operators
Appendix 2 List of Registered Financial Technology Companies by OJK
Appendix 3 Questionnaire
Appendix 4 Respondents' Characteristics
Appendix 5 Questionnaire Result
Appendix 6 Descriptive Statistics
Appendix 7 Convergent Validity – Outer Loading
Appendix 8 Convergent Validity – Average Variance Extracted (AVE)
Appendix 9 Discriminant Validity – Cross Loading
Appendix 10 Discriminant Validity – Root Square AVE
Appendix 11 Composite Reliability
Appendix 12 R-Square Value
Appendix 13 F-Square Effect Size Test Result
Appendix 14 Predictive Relevance
Appendix 15 Path Coefficient
Appendix 16 Indirect Effect
Appendix 17 Hypothesis Testing

ABSTRACT

Digital technology had become an important part of nearly everyone's life. Most people prefer something that is fast, easy, and convenience to ease their daily activities. The presence of internet, also the easiness to get mobile gadget are used by business players as they try to adapt with the current situation in order to fulfill people's needs of efficiency and effectiveness, including in conducting payment. The normal e-money's providers nowadays also provide lending service similar to credit card's. Based on Value-based Adoption Model, this research aimed to analyze the influence Benefits and Sacrifices Towards the Adoption Intention of OVO PayLater, through the mediation of Perceived Value. This research is a causal study and uses a purposive sampling technique.

The total number of respondents is 152 respondents who live in Surabaya, at least 17 years old, know OVO PayLater, had limited experiences in using OVO PayLater (1-4 times) or haven't used it before. In order to participate in this research, respondents must fill out the questionnaire given by the researcher through Microsoft form. The data that were collected then processed and analyzed by using Structural Equation Modeling technique with PLS as its tool.

This research proved that Usefulness, Enjoyment, Technicality, and Perceived Fee has a significant effect on Perceived Value, and Perceived Value has a significant positive effect on Adoption Intention. Perceived Value also mediates all Benefits and Sacrifices elements to Adoption Intention. The suggestions for OVO PayLater are to promote the service more and provide instructions on how to process payment through the application, fix the unavailable issue, and improve their service in order to build the customers' perceived value which then could lead to a higher adoption intention.

Keywords: Value-based Adoption Model, Usefulness, Enjoyment, Technicality, Perceived Fee, Perceived Value, Adoption Intention

ABSTRAK

Teknologi digital telah menjadi bagian penting dari kehidupan hampir semua orang. Kebanyakan orang lebih suka sesuatu yang cepat, mudah, dan nyaman untuk memudahkan kegiatan sehari-hari mereka. Kehadiran internet, juga kemudahan untuk mendapatkan gadget seluler digunakan oleh para pelaku bisnis ketika mereka mencoba beradaptasi dengan situasi saat ini untuk memenuhi kebutuhan efisiensi dan efektifitas masyarakat, termasuk dalam melakukan pembayaran. Penyedia uang elektronik normal saat ini juga menyediakan layanan pinjaman yang mirip dengan kartu kredit. Berdasarkan *Value-based Adoption Model*, penelitian ini bertujuan untuk menganalisis pengaruh *Benefits* dan *Sacrifices* Terhadap *Adoption Intention* OVO PayLater, melalui mediasi *Perceived Value*. Penelitian ini merupakan penelitian kausal dan menggunakan teknik purposive sampling.

Jumlah total responden adalah 152 responden yang tinggal di Surabaya, setidaknya berusia 17 tahun, mengetahui OVO PayLater, memiliki pengalaman terbatas dalam menggunakan OVO PayLater (1-4 kali) atau belum pernah menggunakannya sebelumnya. Untuk berpartisipasi dalam penelitian ini, responden harus mengisi kuesioner yang diberikan oleh peneliti melalui Microsoft form. Data yang dikumpulkan kemudian diolah dan dianalisis dengan menggunakan teknik Structural Equation Modeling dengan alat PLS.

Penelitian ini membuktikan bahwa *Usefulness*, *Enjoyment*, *Technicality*, dan *Perceived Fee* memiliki pengaruh signifikan terhadap *Perceived Value*, dan *Perceived Value* memiliki pengaruh positif signifikan terhadap *Adoption Intention*. Di samping itu, *Perceived Value* memediasi semua elemen *Benefits* dan *Sacrifices* untuk *Adoption Intention*. Saran untuk OVO PayLater adalah untuk mempromosikan layanan lebih banyak dan memberikan instruksi tentang cara memproses pembayaran dalam aplikasi, memperbaiki masalah tentang layanan yang belum tersedia di aplikasi pelanggan, dan meningkatkan layanan mereka untuk membangun *Perceived Value* pelanggan yang kemudian dapat mengarah pada *Adoption Intention* yang lebih tinggi.

Kata Kunci: ***Value-based Adoption Model, Usefulness, Enjoyment, Technicality, Perceived Fee, Perceived Value, Adoption Intention***