

FINAL PAPER

**FACTORS AFFECTING CONTINUED USAGE INTENTION OF
GO-PAY USERS AMONGST SURABAYA CITIZEN**

Submitted as a final requirement to obtain
the degree of *Sarjana Manajemen Strata Satu*

By:

NAME: XENA MELLISA

NPM: 0000027385



**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS PELITA HARAPAN
SURABAYA**

2019



UNIVERSITAS PELITA HARAPAN SURABAYA
STATEMENT OF AUTHENTICITY OF FINAL PAPER

I am student from Jurusan Manajemen, Fakultas Ekonomi, Universitas Pelita Harapan Surabaya.

Student Name : Xena Mellisa

NPM : 00000027385

Department : Management (SIM-GE)

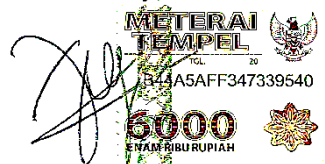
Hereby declare that the work of Final Paper that I created with the title of **“FACTORS AFFECTING CONTINUED USAGE INTENTION OF GO-PAY USERS AMONGST SURABAYA CITIZEN”** is:

- 1) Created and completed by my own, by using the result of lectures, field reviews and books and journal references listed in the list of references at the end of my Final Paper.
- 2) Not a duplication of other papers that have been published or have ever been used to get a degree at another university, except in parts of the information sources listed by proper reference.
- 3) Not the work of translated collections of reference books or journals listed the reference at the end of my Final Paper

If it is proved that I did not fulfill what has been stated above, the work of this Final Paper is invalid,

Surabaya, 30th September 2019

Declared by,


The stamp is a 'METERAI TEMPEL' (Postage Stamp) with a value of 6000 Rupiah. It features the Garuda Pancasila logo and the text 'METERAI TEMPEL', '6000', and 'ENAM RIBU RUPIAH'. The serial number '4A5AFF347339540' is visible on the stamp.

Xena Mellisa



UNIVERSITAS PELITA HARAPAN SURABAYA
ECONOMY FACULTY

AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER

**FACTORS AFFECTING CONTINUED USAGE INTENTION OF
GO-PAY USERS AMONGST SURABAYA CITIZEN**

By:
Name Xena Mellisa
NPM 00000027385
Department Management (SIM-GE)

Has been examined and approved for submission and defended in a comprehensive presentation in order to obtain the degree of *Sarjana Manajemen Strata Satu* in *Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan Surabaya*.

Surabaya, 30th September 2019

Approving:

Advisor

Dr. Oliandes Sondakh, S.E., M.M.

Co-Advisor

Dr. Ronald, S.T., M.M.

Head of Management Department

Dr. Amelia, SE, RFP-I, MM

Executive Director

Dr. Ronald, ST, M.M






AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER

On 16th September has been held a comprehensive presentation in order to fulfill academic requirement to obtain *Sarjana Manajemen Strata Satu in Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan Surabaya* on the behalf of:

Student Name : Xena Mellisa
NPM : 00000027385
Department : Management (SIM-GE)

Including Final Paper comprehensive test by the title of **"FACTORS AFFECTING CONTINUED USAGE INTENTION OF GO-PAY USERS AMONGST SURABAYA CITIZEN"** panelist team consisting of:

Board of Panelist :	Status	Signature
1. Dr. Oliandes Sondakh, S.E., M.M.	as the Advisor	
2. Dr. Amelia, S.E., M.M.	as the Member	
3. William Santoso, S.E., M.Ak.	as the Member	

ABSTRACT

ASEAN's growth and development in economy and technology have led to new trends of lifestyle using Financial Technology to improve and automate the delivery and use of financial services. With the total population of about 237 million people and total consumption of about Rp3,600 trillion, as a part of ASEAN, Indonesia is showing a huge potential market growth for mobile payment service business. This is also encouraged by Bank Indonesia (BI) as Indonesia's central bank which has been promoting the movement of "*Gerakan Nasional Non-Tunai*" or "National Cashless Movement". The constant push from this cashless movement and the increasing trend of smartphone penetration in Indonesia is leading to the next big trend: Mobile Payments.

The purpose of this research is to reveal which factors between Perceived Risk, Perceived Ease of Use, Subjective Norm, and Innovativeness has the biggest effect on Utilitarian Value and Hedonic Value towards Continued Usage Intention on the case study of Go-Pay, which is aimed to use 7 variables to identify the Continued Usage Intention of Go-Pay users.

This study uses a quantitative approach and the SPSS 22.0 software. The questionnaire is distributed to 175 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 17-45 years, who have used from Go-Pay's mobile payment service at least 2 times in the last one month. The sampling method used in this research that is non-probability sampling.

The results showed that Utilitarian value and continued usage intention showed significant positive results with t sig value of 0.000 and standardized coefficient beta of 0.485; Hedonic value and continued usage intention showed significant positive results with t sig value of 0.000 and standardized coefficient beta of 0.306; Perceived risk and utilitarian value showed significant positive results with t sig value of 0.005 and standardized coefficient beta of 0.596; Perceived ease of use and utilitarian value showed significant positive results with t sig value of 0.007 and standardized coefficient beta of 0.199; Perceived ease of use and hedonic value showed significant positive results with t sig value of 0.596 and standardized coefficient beta of 0.036; Subjective norm and utilitarian value showed significant positive results with t sig value of 0.884 and standardized coefficient beta of 0.010; Subjective norm and hedonic value showed significant positive results with t sig value of 0.000 and standardized coefficient beta of 0.470; Innovativeness and utilitarian value showed significant positive results with t sig value of 0.045 and standardized coefficient beta of 0.147; Innovativeness and hedonic value showed significant positive results with t sig value of 0.077 and standardized coefficient beta of 0.121.

Keywords: Perceived Risk, Perceived Ease of Use, Subjective Norm, Innovativeness, Utilitarian Value, Hedonic Value, Continued Usage Intention, Go-Pay

PREFACE

Praises and gratefulness are delivered to The Almighty God for all His mercy in helping and guiding the author during the preparation of the thesis as the final paper for the undergraduate study. For this, the author also would like to greatly appreciate the following people for their valuable contributions in helping the author from beginning until the completion of the thesis.

1. Dr. Oliandes Sondakh, S.E., M.M., as the the Advisor, for the priceless guidance, advices encouragement during the whole process of the thesis preparation and the patience and kindness in checking every single mistake in the paper before the submission. Also, a big gratitude for defending, guidance, and helping me in my proposal and final defense.
2. Dr. Ronald Suryaputra, S.T., M.M., as the co-advisor, for the precious guidance and advice during the whole process of the thesis preparation and final defense.
3. Amelia, S.E., M.M., as one of the panelist during the final defense for the advice and guidance during the whole process of the thesis preparation.
4. Hananiel Menoverdi G., BA, M.BA., as one of the panelist during the final defense for the advice and guidance during the whole process of the thesis preparation.
5. Mr. Rosihan and Mrs. Lydia Vieryani Wijaya, my beloved parents, for bringing me into this world up until the day I have completed the paper, and providing my needs especially through encouragements and supports during the whole process of thesis preparation.
6. To Michelle, Sinta, Devina, and Kent, my precious siblings, who have given endless encouragement and support for me and always prioritizing me regarding the laptop that we shared.
7. To all lectures and tutors (especially tutors from UPH Surabaya) who have shared their knowledge and experiences throughout my study in Universitas Pelita Harapan Surabaya.

-
8. To my seniors, comrades, and juniors in *Himpunan Mahasiswa Program Studi Manajemen* who have given me an opportunity to try something new and experience many great things in university which I would never forget.
 9. Lippo Homes by PT Lippo Karawaci, Tbk, for granting me a two-months internship in the Finance Department of Lippo Homes in which I can experience living away from home and working in a friendly environment.
 10. To my beloved Youth Committee of GII Spazio, who have been with me throughout the whole process and helping me to always have my relationship with God remain intact.
 11. Friends from SIM-GE Batch 3, especially Vicky, Tia, Abel, Bonita, and Kathleen who gave me support throughout the campus life in UPH Surabaya and the whole thesis preparation.
 12. Ko Santos, who helped me with the Windows and SPSS installation.
 13. Kevin Kang, who helped me to learn SPSS and the data process.
 14. Paha Bebek (Vania, Joshua, and Steven), who had been with me throughout the first half phase of campus life and bringing color to my dull university life.
 15. David, Clarence, and Daren, who have been a good friend who cared about my thesis preparation (and other things), also endlessly support me in everything I did.
 16. My friends from Finance Batch 3 who have been very supportive throughout Finance life and made everything easier.
 17. For all my friends, lecturers, university staffs, and all other people involved in the preparation of the thesis.

Although the thesis is still far from being perfect, the author does believe that this thesis will be useful for further usage. As the thesis is completed, with the effort and love from all the people involved in the preparation stage as mentioned before, and to them, the author dedicates this final paper.

Surabaya, 30th September 2019



Xena Mellisa

TABLE OF CONTENTS

TITLE PAGE	i
STATEMENT OF AUTHENTICITY OF FINAL PAPER	ii
AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER	iii
AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER	iv
ABSTRACT	v
PREFACE	vi
TABLE OF CONTENTS	viii
LIST OF PICTURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION	1
1.1. Background of Study	1
1.2. Research Problems	10
1.3. Research Objectives	10
1.4. Research Contributions	11
1.5. Research Limitations	12
1.6. Research Outlines	12
CHAPTER II REVIEW OF RELATED LITERATURE	13
2.1. Perceived Risk	13
2.2. Perceived Ease of Use	15
2.3. Subjective Norm	16
2.4. Innovativeness	18
2.5. Utilitarian Value	20
2.6. Hedonic Value	22
2.7. Continued Usage Intention	24
2.8. Theoretical Framework	25
2.9. Relation among Variables	26
2.9.1 The Influence of Utilitarian Value on Continued Usage Intention	26

2.9.2	The Influence of Hedonic Value on Continued Usage Intention . . .	26
2.9.3	The Influence of Perceived Risk on Utilitarian Value.	27
2.9.4	The Influence of Perceived Risk on Hedonic Value	27
2.9.5	The Influence of Perceived Ease of Use on Utilitarian Value. . . .	28
2.9.6	The Influence of Perceived Ease of Use on Hedonic Value.	28
2.9.7	The Influence of Subjective Norm on Utilitarian Value	28
2.9.8	The Influence of Subjective Norm on Hedonic Value.	29
2.9.9	The Influence of Innovativeness on Utilitarian Value.	29
2.9.10	The Influence of Innovativeness on Hedonic Value.	30
2.10.	Research Model	30
2.11.	Operational Framework	31

CHAPTER III RESEARCH METHODOLOGY. 33

3.1.	Research Design	33
3.2.	Research Variables	33
3.2.1	Operational Definitions	33
3.2.2	Variables to be tested	35
3.2.3	Level of Measurement and Scaling Techniques.	35
3.3.	Method of Data Collection	36
3.3.1	Sources of Data	36
3.3.2	Sample and Sampling Plan	36
3.3.3	Research Instruments	37
3.4.	Method of Data Analysis	38
3.4.1	Validity Test	38
3.4.2	Reliability Test	38
3.4.3	Classical Assumption Test	38
3.4.3.1	Normality Test	38
3.4.3.2	Homoscedasticity Test	39
3.4.3.3	Linearity Test	39
3.4.3.4	Multicollinearity Test	39
3.4.4	Linear Regression Analysis	39
3.4.4.1	Multiple Linear Regression Analysis	39

3.4.4.2 Coefficient of Correlation (r) and Coefficient of Determination (R ² /Adj. R ²)	41
3.4.4.3 Hypothesis Testing	42
CHAPTER IV RESULT AND DISCUSSION	43
4.1. Description of GO-PAY	43
4.2. Data Analysis.	43
4.3. Linear Regression	52
4.4. Hypothesis Testing.	61
4.5. Discussion	65
CHAPTER V CONCLUSION	83
5.1. Conclusion.	83
5.2. Implication.	87
5.3. Recommendation.	96
REFERENCES	97

LIST OF PICTURES

CHAPTER I

1.1.	Indonesian Mobile Payment Launch Timeline	2
1.2.	The most popular mobile payment brand in Indonesia in 2017	3
1.3.	Continued Usage Intention on Go-Pay	4
1.4.	Utilitarian Value of Go-Pay (1)	5
1.5.	Utilitarian Value of Go-Pay (2)	5
1.6.	Hedonic Value of Go-Pay (1)	6
1.7.	Hedonic Value of Go-Pay (2)	6
1.8.	Go-Pay User's Review on PEOU	8
1.9.	Subjective Norm of Go-Pay's Users Through Giving Out Go-Bills Invitation to Friends	9

CHAPTER II

2.1.	Research Model	30
------	----------------------	----

CHAPTER IV

4.1.	GO-PAY Logo	42
4.2.	Descriptive Statistic of Respondents Age	43
4.3.	Normal Probability Plot Perceived Risk, Perceived Ease of Use, Subjective Norm, Innovativeness * Utilitarian Value	53
4.4.	Normal Probability Plot Perceived Risk, Perceived Ease of Use, Subjective Norm, Innovativeness * Hedonic Value	53
4.5.	Normal Probability Plot Utilitarian Value, Hedonic Value * Continued Usage Intention	54
4.6.	Scatterplot Perceived Risk, Perceived Ease of Use, Subjective Norm, Innovativeness * Utilitarian Value	55
4.7.	Scatterplot Perceived Risk, Perceived Ease of Use, Subjective Norm, Innovativeness * Hedonic Value	55
4.8.	Scatterplot Utilitarian Value, Hedonic Value*Continued Usage Intention	56
4.9.	Research Model Results	67

LIST OF TABLES

CHAPTER III

3.1. Operational Definitions	32
3.2. The value of r	40
3.3. Interpretation of r-value.	41

CHAPTER IV

4.1. Descriptive Statistic of Respondents Age.	43
4.2. Description of Mean Rating Index.	43
4.3. Descriptive Statistic of Perceived Risk	44
4.4. Descriptive Statistic of Perceived Ease of Use.	45
4.5. Descriptive Statistic of Subjective Norm.	46
4.6. Descriptive Statistic of Innovativeness	47
4.7. Descriptive Statistic of Utilitarian Value.	48
4.8. Descriptive Statistic of Hedonic Value.	49
4.9. Descriptive Statistic of Continued Usage Intention.	50
4.10. Validity Test Results	52
4.11. Reliability Test Results.	52
4.11. Normality Test of Kolomogorov Smirnov Result.	54
4.12. Homocedasticity Test of Spearman Rho Result.	56
4.13. Linearity Test Result.	57
4.14. Results of Multicollinearity Test.	57
4.15. Multiple Linear Regression Analysis of Perceived Risk, Perceived Ease of Use, Subjective Norm, and Innovativeness on Utilitarian Value.	58
4.16. Multiple Linear Regression Analysis of Perceived Risk, Perceived Ease of Use, Subjective Norm, and Innovativeness on Hedonic Value.	59
4.17. Multiple Linear Regression Analysis of Utilitarian Value and Hedonic Value on Continued Usage Intention	60
4.18. Hypothesis Testing Results	61
4.19. Perceived Risk Indicators of Go-Pay.	72

4.20.	Perceived Ease of Use Indicators of Go-Pay.....	74
4.21.	Subjective Norm Indicators of Go-Pay.....	76
4.22.	Innovativeness Indicators of Go-Pay.....	77
4.23.	Utilitarian Value Indicators of Go-Pay.....	79
4.24.	Hedonic Value Indicators of Go-Pay.....	80
4.25.	Continued Usage Intention Indicators of Go-Pay.....	82

CHAPTER V

5.1.	Theoretical Implication.....	89
------	------------------------------	----

LIST OF APPENDICES

Appendix A	Questionnaire	111
Appendix B	Kuesioner	114
Appendix C	Questionnaire Data.	117
Appendix D	RESULTS OF DATA CALCULATIONS USING SPSS 22.0. . .	124