

TABLE OF CONTENTS

| | |
|---|------------|
| COVER PAGE I..... | i |
| COVER PAGE II..... | ii |
| APPROVAL PAGE | iii |
| ABSTRACT..... | vi |
| TABLE OF CONTENTS | vii |
| LIST OF TABLES..... | x |
| LIST OF FIGURES | xi |
| CHAPTER I | 1 |
| 1.1 Object Review | 1 |
| 1.1.1 Go-Jek Overview | 1 |
| 1.1.2 Go-Pay Overview | 3 |
| 1.2 Research Background..... | 5 |
| 1.3 Problem Statements | 11 |
| 1.4 Research Questions | 12 |
| 1.5 Research Objectives | 13 |
| 1.6 Significance of the Study | 14 |
| 1.6.1 Academic Aspect..... | 14 |
| 1.6.2 Business Aspect..... | 14 |
| 1.7 Research Scope | 15 |
| 1.7.1 Location and Object of Study | 15 |
| 1.7.2 Time and Period..... | 15 |
| 1.8 Systematic of Writing..... | 15 |
| CHAPTER II..... | 17 |
| 2.1 Literature Review of Research..... | 17 |
| 2.1.1 Marketing..... | 17 |
| 2.1.2 Consumer Behavior | 18 |
| 2.1.3 The Consumer- Adoption Process | 19 |
| 2.1.4 Diffusion of Innovation Technology Theory..... | 20 |
| 2.1.5 Unified Theory of Acceptance and Use of Technology Model..... | 21 |
| 2.1.6 Unified Theory of Acceptance and Use of Technology 2 Model..... | 22 |
| 2.2 Previous Research | 28 |
| 2.3 Research Framework..... | 41 |

| | |
|--|-----------|
| 2.4 Research Hypothesis | 45 |
| CHAPTER III | 47 |
| RESEARCH METHODOLOGY | 47 |
| 3.1 Research Characteristic | 47 |
| 3.2 Operational and Variable Measurement..... | 48 |
| 3.2.1 Variable Operationalization..... | 50 |
| 3.2.2 Scale..... | 57 |
| 3.3 Research Stage | 57 |
| 3.4 Population, Sample & Sampling Method..... | 58 |
| 3.4.1 Population..... | 58 |
| 3.4.2 Sample | 58 |
| 3.4.3 Sampling Method | 59 |
| 3.5 Data Collection Method | 60 |
| 3.6 Validity and Reliability Test | 61 |
| 3.6.1 Validity Test | 61 |
| 3.6.2 Reliability Test | 64 |
| 3.7 Data Analysis Technique | 65 |
| 3.7.1 Structural Equation Modeling | 65 |
| 3.7.2 Descriptive Analysis..... | 70 |
| 3.7.3 Goodness of Fit Test..... | 72 |
| 3.8 Hypothesis Testing | 72 |
| CHAPTER IV | 80 |
| RESEARCH RESULT & DISCUSSION | 80 |
| 4.1 Respondent Characteristics | 80 |
| 4.1.1 Respondent Characteristics by Age..... | 80 |
| 4.1.2 Respondent Characteristics by Gender..... | 81 |
| 4.1.3 Respondent Characteristics by Current Residence Area | 82 |
| 4.1.4 Respondent Characteristics by Occupation | 83 |
| 4.2 Research Result | 84 |
| 4.2.1 Descriptive Analysis Result..... | 84 |
| 4.2.2 Outer Model Testing..... | 98 |
| 4.2.3 Inner Model Testing | 105 |
| 4.2.4 The Influence of Moderating Variable | 108 |
| 4.2.5 Goodness of Fit Test..... | 113 |

| | |
|---|------------|
| 4.3 Research Results Discussion..... | 114 |
| 4.3.1 Discussion the Result of Descriptive Analysis..... | 116 |
| 4.3.2 Discussion of Factors that Influence the Continuance Intention of Go-Pay Adoption | 116 |
| 4.3.3 Discussion of the Involvement of Moderating Variable..... | 123 |
| CHAPTER V..... | 124 |
| CONCLUSION & SUGGESTION..... | 124 |
| 5.1 Conclusion..... | 124 |
| 5.2 Suggestion | 125 |
| 5.2.1 Suggestions for Company..... | 125 |
| 5.2.2 Suggestions for Future Research | 127 |
| BIBLIOGRAPHY | 128 |