

ABSTRACT

This study is conducted to determine how to increase intention to use TCASH in Semarang city. This research measures several variables which has effect on behavior intention to use TCASH. The variables are technology readiness, perceived ease of use, perceived usefulness, and behavior intention.

This research used sample 105 respondents. The method of analysis used in this research is Structural Equation Model (SEM). Data processing and analyzing is using software AMOS 22.

There are six hypotheses were tested in this research and there are five accepted hypotheses. Those are : technology readiness has positive effect on perceived ease of use, technology readiness has positive effect on perceived usefulness, perceived ease of use has positive effect on perceived usefulness, perceived ease of use has positive effect on behavior intention, and technology readiness has positive effect on behavior intention.

Keywords : Technology Readiness, Perceived Ease of Use, Perceived Usefulness.