ABSTRACT

The aim of this research is to test whether or not perceived usefulness, perceived ease of use, and perceived security influence intention to use. The main model and theory for this research is Technology Acceptance Model (TAM). This research was conducted in order to discover the factors of intention to use mobile payment in this case Go-Pay on Go-Ride service, on the Faculty of Economic and Business undergraduate Management students in Semarang.

This research uses probability sampling with a sample of 258 respondents (that have never used Go-Pay). The data analysis method used in this research is the multiple regression analysis. The result shows that perceived usefulness, perceived ease of use, and perceived security have significant positive effect on the intention to use.

Keywords: TAM, mobile payment, usefulness, ease of use, security, intention to use.