

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
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## ***FACTORS AFFECTING INTENTION OF USING MOBILE BANKING SERVICES IN BATAM***

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### ***ABSTRACT***

*Conventional banking activities in recent years have become increasingly advanced and are fully supported by ever-developing technology. Use of mobile banking services that make the transaction process more efficient. National banking is currently moving towards a more advanced digital banking.*

*This research began by distributing 200 questionnaires for bank customers using mobile banking services in Batam. The data were tested using SPSS to explain the formulated research hypothesis.*

*From the test results it is known that there is a significant positive relationship in all tested variables. The results of this study can be used by various parties in evaluating customer interest in adopting the use of mobile banking services.*

***Keywords:*** *perceived usefulness, perceived ease of use, perceived compatibility, perceived trust, behavioral intention dan mobile banking*