

UNIVERSITAS INTERNASIONAL BATAM

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Even Semester 2019/2020*

ANALYSIS OF THE USE OF OVO DIGITAL PAYMENT APPLICATION USING UTAUT METHOD (CASE STUDY: STUDENTS OF UNIVERSITY INTERNATIONAL BATAM)

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ABSTRACT

This research was conducted to determine the use of the OVO digital payment application for students in Batam City, especially University of International Batam students. This study aims to find out the use of the OVO and its relationship between dependent variable "Behavioral Intention" and independent variables "Performance Expectation", "Effort Expectation", "Social influence", "Facility Conditions". This research is based on the UTAUT method (Unified Theory of Acceptance and Use of Technology). This research was analyzed and then tested quantitatively, and the data received was the result of distributing questionnaires conducted online to 360 students of Universitas Internasional Batam. The data obtained and collected were then processed using SPSS version 25. It can be concluded that the Performance expectation is not significantly affect Behavioral Intention while Effort Expectation, Social Influence and Facility Condition significantly affects Behavioral Intention.

Keywords: OVO, UTAUT