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**PENGARUH *PERCEIVED USEFULNESS* TERHADAP  
*CONTINUANCE INTENTION*  
(Studi pada Pengguna ShopeePay di Indonesia)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Mendapatkan Gelar Sarjana  
pada Program Studi Pendidikan Bisnis



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**PENGARUH *PERCEIVED USEFULNESS* TERHADAP *CONTINUANCE INTENTION* (STUDI PADA PENGGUNA SHOPEEPAY DI INDONESIA)**

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Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan Fakultas Pendidikan Ekonomi dan Bisnis

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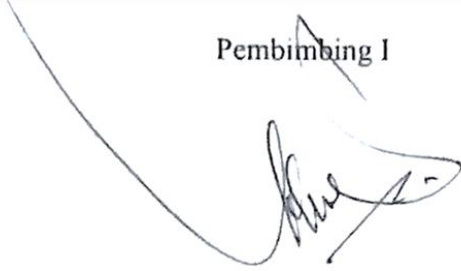
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## PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul “**Pengaruh *Perceived Usefulness Terhadap Continuance Intention* (Studi pada Pengguna ShopeePay di Indonesia)**” beserta seluruh isinya benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, Agustus 2022

Pembuat Pernyataan



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## ABSTRAK

Penelitian ini bertujuan untuk memperoleh gambaran *perceived usefulness* terhadap *continuance intention* studi pada pengguna ShopeePay di Indonesia. Jenis penelitian yang digunakan adalah penelitian deskriptif verifikatif, serta metode yang digunakan ialah *explanatory survey* dengan teknik *systematic random sampling* dengan jumlah responden sebanyak 109 responden dengan objek penelitian yaitu pengguna ShopeePay di *followers* Instagram @shopeepay\_id. Teknik analisis data yang digunakan yaitu analisis regresi sederhana dengan menggunakan program IBM SPSS versi 24.0 *for windows*. Hasil temuan yang diperoleh pada penelitian ini menunjukkan bahwa variabel *perceived usefulness* berpengaruh signifikan terhadap *continuance intention*, dimana tingkat *perceived usefulness* berada pada kategori baik. Berdasarkan hasil penelitian ini, dapat ditarik kesimpulan bahwa semakin tinggi tingkat *perceived usefulness* maka akan semakin tinggi *continuance intention* yang dirasakan oleh pengguna.

**Kata kunci:** *perceived usefulness; continuance intention; mobile payment*

## **ABSTRACT**

*This study aims to obtain an overview of the perceived usefulness of the continuance intention of the study on ShopeePay users in Indonesia. The type of research used is descriptive verification, and the method used is an explanatory survey with a systematic random sampling technique with a total of 109 respondents with the object of research being ShopeePay users on Instagram followers @shopeepay\_id. The data analysis technique used is simple regression analysis using IBM SPSS version 24.0 for windows. The findings obtained in this study indicate that the perceived usefulness variable has a significant effect on continuance intention, where the level of perceived usefulness is in the good category. Based on the results of this study, it can be concluded that the higher the level of perceived usefulness, the higher the continuance intention felt by the user.*

**Keywords:** *perceived usefulness; continuance intention; mobile payment*

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Penulis menyadari penulisan skripsi ini masih memiliki kekurangan, sehingga saran serta kritik dapat menjadi bahan evaluasi pada penulisan selanjutnya. Skripsi ini penulis kerjakan dengan seoptimal mungkin serta berharap skripsi ini dapat memberikan manfaat serta sumbangsih bagi kemajuan dunia *financial technology*.

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