

**PENGARUH *PERCEIVED USEFULNESS* DAN *PERCEIVED EASE OF USE*
TERHADAP MINAT PENGGUNAAN APLIKASI MYPERTAMINA
DI KOTA BANDUNG**

SKRIPSI

Diajukan untuk memenuhi salah satu syarat
memperoleh gelar Sarjana Psikologi di Program Studi Psikologi
Fakultas Ilmu Pendidikan Universitas Pendidikan Indonesia



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**PROGRAM STUDI PSIKOLOGI
FAKULTAS ILMU PENDIDIKAN
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat
memperoleh gelar Sarjana Psikologi pada Program Studi Psikologi
Fakultas Ilmu Pendidikan

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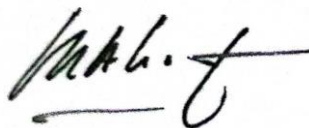
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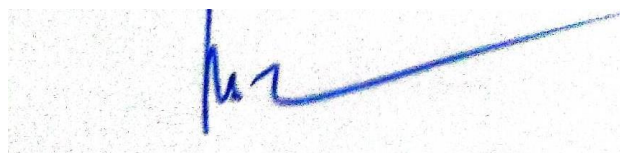
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ABSTRAK

Nazhara Falatansa Diesmara Putera (1804576). Pengaruh Perceived Usefulness dan Perceived Ease of Use terhadap Minat Penggunaan Aplikasi MyPertamina di Kota Bandung. Skripsi. Program Studi Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Bandung (2023).

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived usefulness* dan *perceived ease of use* terhadap minat penggunaan aplikasi MyPertamina di Kota Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasional. Responden yang menjadi sampel penelitian ini berjumlah 400 orang yang merupakan konsumen Pertamina di Kota Bandung. Teknik pengambilan sampel yang digunakan pada penelitian ini adalah *accidental sampling*. Responden mengisi instrumen mengenai *perceived usefulness*, *perceived ease of use*, dan minat penggunaan. Data dianalisis dengan menggunakan uji regresi berganda dengan tingkat signifikansi pengujian sebesar 5%. Hasil penelitian menunjukkan bahwa terdapat pengaruh dari *perceived usefulness* dan *perceived ease of use* terhadap minat penggunaan aplikasi MyPertamina di Kota Bandung. Besaran pengaruh *perceived usefulness* dan *perceived ease of use* terhadap minat penggunaan aplikasi MyPertamina di Kota Bandung yaitu sebesar 57,6%.

Kata kunci: *Perceived Usefulness, Perceived Ease of Use, Minat Penggunaan, Konsumen*

ABSTRACT

Nazhara Falatansa Diesmara Putera (1804576). The Effect of Perceived Usefulness and Perceived Ease of Use on Behavioral Intention to Use MyPertamina Application in Bandung. Thesis. Department of Psychology, Faculty of Education, Indonesian Education University. Bandung (2023).

This study aims to determine the effect of perceived usefulness and perceived ease of use on behavioral intention to use MyPertamina application in Bandung. This study uses a quantitative approach with a correlational design. Respondents who were sampled in this research amounted to 400 people who were consumers of Pertamina in Bandung. The sampling technique used in this study was accidental sampling. Respondents filled out the perceived usefulness, perceived ease of use, and the behavioral intention to use questionnaire. Data is analysed using multiple regression analysis with a test significance level of 5%. The result showed that there was an effect of perceived usefulness and perceived ease of use on behavioral intention to use MyPertamina application in Bandung. The magnitude of the effect of perceived usefulness and perceived ease of use on behavioral intention to use MyPertamina application in Bandung was 57.6%.

Keywords: Perceived Usefulness, Perceived Ease of Use, Behavioral Intention to Use, Consumers.

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