

**THE INFLUENCE OF EFFORT EXPECTANCY AND
PERFORMANCE EXPECTANCY TOWARDS
INTENTION TO CONTINUED USAGE IN
USING BLANJA APPLICATION
IN SURABAYA**



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2019**

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IN SURABAYA

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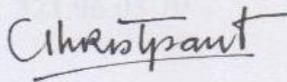
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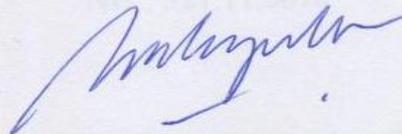


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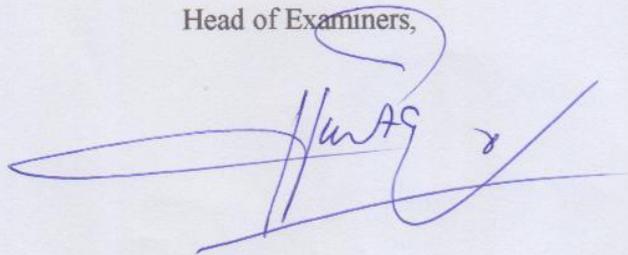
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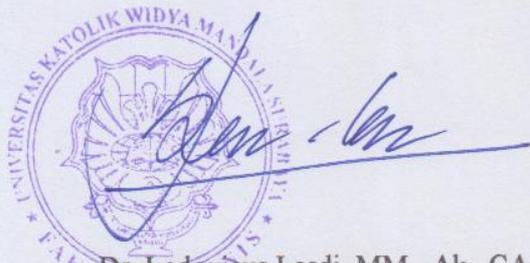
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guidance, motivation, reminders and important advice during the completion process.

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8. All parties who have given spirit and help both direct and indirectly that the author cannot mention one by one.

The author has high hopes that Jesus Christ will bless and give His grace towards all the parties that help in the process of writing this thesis. By the end, with all the limitation, the author is hopeful of constructive critics and suggestion from many different parties. Hopefully this thesis will be beneficial for those who need it and who read it.

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FOREWORDS

Give thanks to Jesus Christ, Lord of Heaven and Earth for His blessing and guidance bestowed upon the author so that the author managed to complete the thesis well. This thesis titled “The Influence of Effort Expectancy, and Performance Expectancy, Towards Intention to Continued Usage in Using Blanja Application in Surabaya” is formed as one of the requirements to complete Bachelor program in Business Faculty, Widya Mandala Catholic University Surabaya. During the process of the thesis, the author obtained many help from various sources. Therefore, the author would like to express gratitude to:

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Surabaya, 2019

Author

ABSTRACT

Today's many people already used smartphone and internet connection that are accessible, so the entrepreneurs try to create a new innovation through this situation by creating online shop. This thing is very useful because when people want or need something all they need to do is take their smartphone, connect to the internet, and they can start their shopping via online. This allow people to choose everything that they need on the shop and the courier will deliver that product to their house, so they can save their time and energy because they do not need to drive and got trapped on the street because of traffic jam. Aside from that, people can also choose among varieties of products and can compare prices easily through online shop. This research is a causal study which aims to determine the relationship between effort expectancy and performance expectancy towards Intention to Continued Usage in using Blanja application in Surabaya. The population of this study is all people who are domiciled in Surabaya, aged 17 years and over who have and know about Blanja application and had shopping experience in Blanja application. The number of samples of this study was 120 respondents who were distributed through questionnaires. This study uses SEM analysis techniques with the help of Lisrel 8.80.

The results of this study indicate that effort expectancy has a positive and significant effect on performance expectancy, effort expectancy has a positive and significant effect on intention to continued usage, performance expectancy has a positive and significant effect on intention to continued usage, and effort expectancy has a positive and significant indirect effect on intention to continued usage through performance expectancy.

In this study there are suggestions that can be given by researchers, which is to increasing the intention to continued usage on Blanja application, the management must increase the performance of Blanja application, give more feature and some promotions to attract the consumers to do online shopping via Blanja application. Beside of that, the management needs to give more attention to their consumers so the consumers can feel comfortable while using Blanja application.

For academic advice, it is expected that the next researchers in the future who will use the same variables on their research, they must consider the other variables which are related to intention to continued usage, like brand image, brand trust, and brand satisfaction.

Keywords: Effort Expectancy, Performance Expectancy, Intention To Continued Usage

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