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

BY:

TIMOTIUS KELVIN

3303015029

INTERNATIONAL BUSINESS MANAGEMENT

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY

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by:
Timotius kelvin
3303015029

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By:
TIMOTIUS KELVIN
3303015029

Approved and Accepted
To be submitted to the test team

Advisor I,	Advisor II,
Dr. Christina Esti Susanti., MM., CPM (AP)	Dr. Wahyudi Wibowo, ST., MM.
NIK. 311.89.0163	NIK. 311.15.0855
Date: 15 · 1 · 2019	Date: 15/1/2019

VALIDATION PAGE

Thesis that is written by: Timotius Kelvin NRP. 3303015029
has been examined on 26th January 2019 and declared to have passed by the Panel of Examiners.

Head of Examiners,

Prof. Dr. H. Teman Koesmono, MM.

NIK. 311.87.0134

Confirmed by:

Dean of Business Faculty	Head of Departement,
Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI.	Robertus Sigit H. L, SE., M.Sc
NIK: 321.99.0370	NIK: 311.11.0678

AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

I, the undersigned below:

Name : Timotius Kelvin
NRP : 3303015029
Title : The Influence of Effort Expectancy, and Performance Expectancy, Towards Intention to Continued Usage in Using Blanja Application in Surabaya

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve this paper to be published / shown in the internet or other media (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.Thereby the authenticity statement and the publication approval that sincerely made

Surabaya
Stated by

(Timotius Kelvin)

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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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

TABLE OF CONTENT

COVER i
FINAL ASSIGNMENT ii
RATIFICATION PAGE iii
APPROVAL PAGE iv
FOREWORDS v
ABSTRACT vi
TABLE OF CONTENT vii
LIST OF TABLE x
TABLE OF IMAGE xi
CHAPTER I 1
1.1. Background 1
1.2. Research Problems 8
1.3 Research Objectives 9
1.4 Benefits of the Research 9
1.5. Writing System 10
CHAPTER 2 11
LITERATURE REVIEWS 11
2.1. Theoretical Basis 11
2.1.1 Effort Expectancy 11
2.1.2. Performance Expectancy 14
2.1.3. Intention to Continued Usage 17
2.2. Previous Research 20
2.3. Relationship among variables 22
2.3.1. The effect of Effort Expectancy on the Performance Expectancy 22
2.3.2. The effect of Effort Expectancy on the Intention to Continued Usage 22
2.3.3. The effect of Performance Expectancy on the Intention to Continued Usage 23
2.3.4. The effect of Effort Expectancy on the Intention to Continued Usage through Performance Expectancy 23
2.4. Research Model 24
2.5. Hypotheses 25
CHAPTER 3 26

3.1 Research Design 26
3.2 Variable Identification 26
3.3 Definition of Variable Operational 26
3.3.1. Effort Expectancy 26
3.3.2. Performance expectancy 27
3.3.3. Intention to Continued Usage 27
3.4. Data Measurement 28
3.5. Type and Source of Data 28
3.6. Tool and Data Collection Method 29
3.7. Populations, Sample, and Sampling 29
3.7.1 Population 29
3.7.2 Sample 29
3.7.3 Sampling Technique 29
3.8. Data Analysis Technique 30
3.8.1. Validity Test 30
3.8.2. Construct Reliability 31
3.8.3. Normality Data Test 31
3.8.4. Overall Model Matching Test 32
3.8.5. Structural Equation Matching Test 33
3.8.6. Hypothesis Testing 34
CHAPTER 4 35
4.1.1. Knowing Blanja Application 35
4.1.2. Have Blanja application 36
4.1.3. Have experience shopping through Blanja application 36
4.1.4. Live in Surabaya 37
4.1.5. Age 37
4.1.6. Gender 38
4.2 Descriptive Statistic Variable Research 38
4.2.1. Descriptive Statistic of Effort Expectancy Variable (X_1) 39
4.2.2. Descriptive Statistic of Performance Expectancy Variable (X_2) 39
4.2.3. Descriptive Statistic of Intention to Continued Usage Variable (Y_1) . 40
4.3 SEM Analysis 41
4.3.1 Normality Test 41
4.3.2 Validity Test 42

4.3.3 Reliability Test 43
4.3.4. Evaluation of Structural Model Compatibility 44
4.3.5 Model Compatibility Test 46
4.3.6 Hypothesis Testing 46
4.4 Discussion 48
4.4.1. Influence of Effort Expectancy towards Performance Expectancy on Blanja Application in Surabaya 48
4.4.2. Influence of Effort Expectancy towards Intention to Continued Usage on Blanja Application in Surabaya 49
4.4.3. Influence of Performance Expectancy towards Intention to Continued Usage on Blanja Application in Surabaya 50
4.4.4. Influence of Effort Expectancy towards Intention to Continued Usage through Performance Expectancy on Blanja Application in Surabaya 51
CHAPTER 5 53
5.1. Conclusion 53
5.2 Suggestion 54
5.2.1. Practical Suggestion 54
5.2.2. Academic Suggestion 55
REFERENCES 56

LIST OF TABLE

Table 2.2. Comparison of Previous Research and Current Research 28

Table 3.1. Overall Model Matching Test 33

Table 4.1. Knowing Blanja Application 35

Table 4.2. Knowing The Benefit of Blanja Application 35

Table 4.3. Have Experience in Using and Shopping Through Blanja Application 36

Table 4.4. Domicile 36

Table 4.5. Age 37

Table 4.6. Gender 37

Table 4.7. Interval Measurement Score 38

Table 4.8. Descriptive Statistic of Effort Expectancy Variable (X1) 38

Table 4.9. Descriptive Statistic of Performance Expectancy Variable (X2) 39

Table 4.10. Descriptive Statistic of Intention to Continued Usage Variable (Y1) 40

Table 4.11. Univariate Normality Test Result 41

Table 4.12. Multivariate Normality Test Result 41

Table 4.13. Validity Test Result 42

Table 4.14. Reliability Test Result 44

Table 4.15. Compatibility Test for The Entire Model 46

Table 4.16. Hypothesis Testing 46

TABLE OF IMAGE

Figure 1.1. Transaksi E-Commerce Indonesia (2014 – 2018) 2

Figure 1.2. The Most Searched E-Commerce in Indonesia in 2017 3

Figure 1.3. The Most Visited E-Commerce in Indonesia in 2017 5

Figure 1.4. Rating and Review of Blanja Application 6

Figure 2.3. Research Model 24