

**The Effect of Perceive Usefulness & Perceive Ease of Use,
Word of Mouth, Perceive Value and Perceived Trust toward
Customers Intention to Use OVO Application**

Thesis for S-1

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THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE,
WORD OF MOUTH, PERCEIVED VALUE AND PERCEIVED TRUST
TOWARD CUSTOMER INTENTION TO USE OVO APPLICATION

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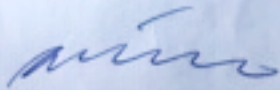
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EASE OF USE, WORD OF MOUTH, PERCEIVED VALUE
AND PERCEIVED TRUST TOWARD CUSTOMERS
INTENTION TO USE OVO APPLICATION*

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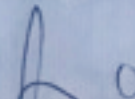
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FOREWORDS

First of all the author would like to praise and thank God for all of His grace, help, love, and guidance during the final task, so the author can finish her thesis with the title “The Effect of Perceived Usefulness, Perceived ease of Use , Word of Mouth , Perceived Value and Perceived Trust “ can obtain a degree in Management at the Faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final report will not work accordingly without any help, guidance, and support from many parties that involved in this thesis. Therefore, the author would like to thank:

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THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, WORD OF MOUTH, PERCEIVED VALUE, PERCEIVED TRUST TOWARD CUSTOMERS INTENTION TO USE OVO APPLICATION

ABSTRACT

One of the most effective ways to do know about the quality of some product is by customer feedback. Therefore, the customer feedback is very important to because the use of customer feedback we know about the quality of some product. Application with good credibility ultimately will brings good effect on customer intention to use.

This research is Quantitative research where author spread Questionnaire to collect some random data in Surabaya that know about OVO and at least aged 17. There will be 150 selected population, that called sample. These sample will be processed by SPSS to determine the relationship between variables. Implication for research and practice are discussed.

Keywords: Intention to Use, Perceived Usefulness, Perceived Ease of Use, Word of Mouth , Perceived Value , Perceived Trust

