

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Word-of-Mouth, Trust & Social Influence* terhadap Behavioral Intention to use Mobile Payment bagi Generasi Y di Jakarta

Penelitian ini bertujuan untuk mengetahui pengaruh dari 3 (tiga) variabel yaitu *Word-of-Mouth, Trust & Social Influence* terhadap *Behavioral Intention to use Mobile Payment*. Responden dari penelitian ini adalah 100 orang (Pria & Wanita) generasi Y di Jakarta yang memiliki latar pendidikan, pekerjaan, usia dan pendapatan yang berbeda-beda. Metode yang digunakan untuk mengelola data dalam penelitian ini adalah *multiple regression*. Hasil dari penelitian ini menunjukkan bahwa ketiga variabel yang diteliti secara parsial terbukti memiliki pengaruh positif terhadap *Behavioral Intention to use* dan ketika dilakukan penelitian secara simultan, terbukti ketiga variabel tersebut memiliki pengaruh terhadap *Behavioral Intention to use Mobile Payment*.

Kata kunci:

Word-of-Mouth; Trust; Social Influence; Behavioral Intention to use; Mobile Payment.

ABSTRACT

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Study Program : Management
Title : *The Impact of Word-of-Mouth, Trust & Social Influence towards Behavioral Intention to use Mobile Payment for Generation Y in Jakarta*

This study aims to determine the 3 (three) variables which are Word-of-Mouth, Trust & Social Influence towards Behavioral Intention to use Mobile Payment. The respondent of this study are 100 person (Man & Woman) of generation Y in Jakarta which has a different background of education, job, age and income. This study uses Multiple Regression to process the data. The result of this study shows that all three were partially proven to have a positive influence on Behavioral Intention to use and when the study was carried out simultaneously, it was proven that all three variables had an influence on Behavioral Intention to use Mobile Payment.

keywords:

Word-of-Mouth; Trust; Social Influence; Behavioral Intention to use; Mobile Payment