

***The Effect of Perceived Usefulness of Use, Perceived Ease of Use, and Attitude
Towardusing on Behaviour Intention to Use Shoppe App***

(Study on UKM in Jombang that sells in the Shopee application)

ABSTRACT

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This Study aims to determine the effect of perceived usefulness of use, perceived ease of use and attitude towardusing on the behaviour intention to use of Shopee app in Jombang. This research is a type of description research with a quantitative approach and using explanatory research methods, namely research that explains the relationship between research variables through hypothesis testing. The data in this study include primary and secondary data, as well as for the population, namely Shopee app in Jombang, totaling 96 respondents. The sampling technique of this study used accidentals ampling. The measurement scale uses a Likert scale, data collection uses a questionnaire with data analysis techniques using multiple linear regression analysis and processed using SPSS version 21. The results in the study show that perceived usefulness of use, perceived ease of use and attitude towardusing have a significant effect on behaviour intention to use. Thus, it can be concluded that perceived usefulness of use, perceived ease of use and attitude towardusing affect the of behaviour intention to use Shopee app in Jombang.

***Keywords: Perceived Usefulness of Use, Perceived Ease of Use, Attitude
Towardusing, Behaviour Intention to Use***