

INTISARI

MODIFIKASI MODEL DELONE & MCLEAN DENGAN PENGINDUSIAN TEORI ATRIBUSI DAN STRUKTURASI ADAPTIF

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Riset ini berfokus pada keberlanjutan penggunaan *mobile payment* di Indonesia. Penelitian ini bertujuan untuk menguji pengaruh *Attribution Theory* dan *Adaptive Structuration Theory* (AST) terhadap keinginan untuk terus menggunakan *mobile payment* di level model. Selain itu, penelitian ini bertujuan untuk mengidentifikasi hasil-hasil asosiasi detail di model penelitian dalam pengaruhnya terhadap keinginan untuk terus menggunakan *mobile payment*.

Populasi penelitian ini ialah pengguna *mobile payment* di Indonesia. Penelitian ini memperoleh data secara primer melalui kuesioner elektronik. Riset ini menggunakan teknik pengambilan sampel *snowball*. Sebelum melakukan penelitian, item pernyataan kuesioner diuji terlebih dahulu menggunakan uji validitas dan reliabilitas data. Penelitian ini menggunakan teknik analisis data Structural Equation Model (SEM).

Hasil penelitian ini menunjukkan bahwa pengindusian teori atribusi dan strukturasi adaptif lebih signifikan hubungannya dalam menjelaskan keberlanjutan penggunaan *mobile payment* di Indonesia. Model Delone & McLean belum dapat menjelaskan keberlanjutan penggunaan *mobile payment* dengan baik karena hanya melihat belum mempertimbangkan proses kognitif individu dalam pengambilan keputusan. Hal ini mengindikasikan bahwa penyedia layanan harus memerhatikan reputasi perusahaan dan *faithfulness* pelanggan.

Kata Kunci: *Continuance Intention, Mobile payment, Teori Atribusi, Adaptive Structuration Theory, Reputasi, Faithfulness of Appropriation, Model Delone & McLean.*

Abstract

***MODIFICATION DELONE & MCLEAN MODEL WITH INDUCEMENT
ATTRIBUTION THEORY AND ADAPTIVE STRUCTURATION THEORY***

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This research focuses on continuance usage of mobile payment in Indonesia. This study aims to examine the influence of Attribution Theory and Adaptive Structuration Theory (AST) on continuance intention at the model level. In addition, this study aims to identify the results of detailed associations in factors affecting continuance intention of mobile payment.

The population of this research is mobile payment's user in Indonesia. Data were collected primarily through electronic questionnaire. This research uses snowball sampling technique. Before conducting the research, questionnaire statement items are tested using validity and reliability test data. This study adopted Structural Equation Model (SEM) to conduct analysis results.

This study results indicate that identification attribution theory and adaptive structuration more significant relationship in explaining continuance usage of mobile payment in Indonesia. This study find that Delone & McLean model has not been able to explain continuance intention of mobile payment well, cause has not captured cognitive processes in making decisions to use a technology. Its implies practically that provider should consider company's reputation and user's faithfulness.

Key Words: *Continuance intention, Mobile payment, Attribution Theory, Adaptive Structuration Theory, Reputation, Faithfulness of Appropriation, Delone & McLean model.*