

## INTISARI

Penelitian ini bertujuan untuk mengukur apakah ada pengaruh variabel *perceived usefulness*, *perceived ease of use*, *attitude toward using*, dan *acceptance of IT* terhadap penggunaan *online custody* oleh nasabah Kustodian Bank Mandiri.

Sampel penelitian ini adalah pengguna dari nasabah Kustodian Bank Mandiri yang telah menggunakan *online custody*. Data dikumpulkan dengan metode kuesioner yang dikirim kepada 30 responden. Metode analisa data yang digunakan dalam penelitian ini adalah dengan menggunakan metode analisis multivariat. Alat analisis yang digunakan dalam metode analisis multivariat ini adalah analisa regresi berganda.

Hasil penelitian menunjukkan bahwa penerimaan pengguna terhadap penggunaan *online custody* secara langsung dipengaruhi oleh sikap terhadap penggunaan *online custody* (*attitude toward using*) dan kegunaan persepsian (*perceived usefulness*) secara tidak langsung. Selain itu, kemudahan penggunaan persepsian (*perceived ease of use*) terbukti berpengaruh secara signifikan terhadap kegunaan persepsian (*perceived usefulness*).

Kata kunci: *online custody*, *perceived usefulness*, *perceived ease of use*, *technology acceptance model*

## ABSTRACT

This research is aimed to examine the influence of perceived usefulness, perceived ease of use, attitude toward using, and acceptance of IT variables on online custody usage by Bank Mandiri Custodial Services Clients.

The research samples are online custody users of Bank Mandiri Custodial Services Clients. Data are collected using survey method that delivered to 30 respondents. The data in this research is analyzed by multivariate analysis method using multiple regressions.

The research shows that the online custody users' acceptance of online custody is influenced directly by attitude toward using and indirectly by perceived usefulness. In addition, the perceived ease of use proved to have a significant influence toward the perceived usefulness.

Keywords: online custody, perceived usefulness, perceived ease of use, technology acceptance model