



UNIVERSITAS
GADJAH MADA

**USING TECHNOLOGY ACCEPTANCE MODEL TO MEASURE USER INTENTION IN APPLYING FOR
ONLINE MOVIE TICKETING**

SERVICE: A STUDY ON BLITZMEGAPLEX'S BLITZCARD

YUDHISTIRA PUTRA PRADANA, Syaiful Ali, S.E., M.I.S., Ph.D.

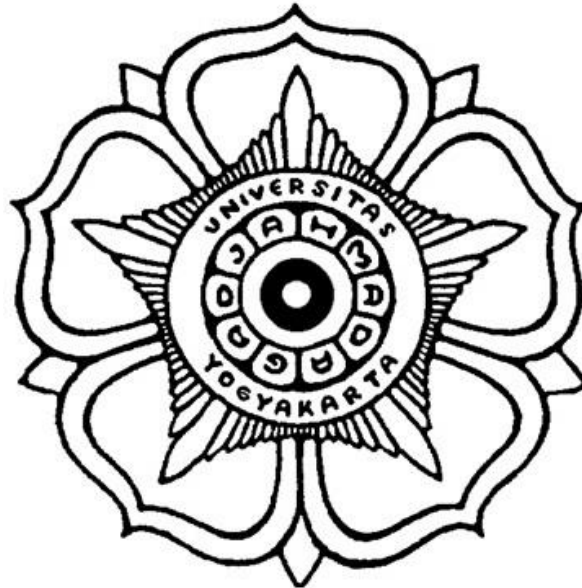
Universitas Gadjah Mada, 2015 | Diunduh dari <http://etd.repository.ugm.ac.id/>

USING TECHNOLOGY ACCEPTANCE MODEL TO MEASURE USER INTENTION

IN APPLYING FOR ONLINE MOVIE TICKETING SERVICE: A STUDY ON

BLITZMEGAPLEX'S BLITZCARD

BACHELOR THESIS



Bachelor Thesis Supervisor

Syaiful Ali, S.E., M.I.S., Ph.D.

Written By

Yudhistira Putra Pradana

10/296501/EK/17787

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

YOGYAKARTA