

INTISARI

Penelitian ini bertujuan untuk menguji Pengaruh *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Image*, *Perceived Cost* dan *Perceived Enjoyment* pada *Customer Satisfaction* dan *Usage Intention* dalam menggunakan layanan ponsel (*mobile services*). Model dan variabel dalam penelitian ini menggunakan 3 perspektif teori yaitu *Technology Acceptance Model*, *Domestication Research* dan *Uses & Gratification Research*.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang memiliki pengalaman menggunakan layanan ponsel. Responden dalam penelitian ini berjumlah 179 orang. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta Amos 16 untuk pengujian Model *Measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa *Perceived Usefulness*, *Perceived Ease of Use* dan *Perceived Enjoyment* memiliki pengaruh positif dan signifikan pada *Customer Satisfaction*. *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap *Perceived Usefulness* dan *Perceived Usefulness* berpengaruh positif dan signifikan pada *Usage Intention*. Sedangkan pengaruh *Perceived Image* dan *Perceived Cost* terhadap *Customer Satisfaction* tidak signifikan atau dapat dikatakan tidak memiliki makna.

Kata kunci: *Technology Acceptance Model*, *Domestication Research*, *Uses & Gratification Research*, *Consumer Behavior*, *Mobile Services*.

ABSTRACT

This study aimed to test the influence of Perceived Usefulness, Perceived Ease of Use, Perceived Image, Perceived Cost and Perceived Enjoyment on Customer Satisfaction and Usage Intention in using mobile services. The model and variables in this study used three theories perspectives, consists of Technology Acceptance Model, Domestication Research and Uses & Gratification Research.

This type of research is causal research with quantitative approach. This study used purposive sampling approach, which the sample consists of respondents who had experience of using mobile services. Respondents in this study amounted to 179 people. The analysis in this study used a model of SEM (Structural Equation Modeling) and processed by using SPSS software version 18.0 for Windows and Amos 16 to test the Measurement and Structural Model.

The result indicates that the Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment have a positive and significant impact on Customer Satisfaction. Perceived Ease of Use has a positive and significant effect on Perceived Usefulness and Perceived Usefulness has a positive and significant impact on the Usage Intention. While the influence of Perceived Image and Perceived Cost towards Customer Satisfaction is insignificant or can be said to have no meaning.

Keywords: Technology Acceptance Model, Domestication Research, Uses & Gratification Research, Consumer Behavior, Mobile Services.