# ABSTRACT

## TASHA FRANSISCA FORTUNATA

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## THE INFLUENCE OF PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY, FACILITATING CONDITION, SOCIAL INFLUENCE, AND PRICE VALUE TOWARD CONTINUANCE INTENTION OF TERNAK UANG APPLICATION USERS IN MEDAN

(xv + 116 pages; 11 figures; 23 tables; 8 appendix)

Learning and teaching activities have moved online because of the covid-19 pandemic, resulting in the emergence of education startup companies in Indonesia. Furthermore, the public is becoming more aware of the importance of early financial education and investing, as seen by the increase in the number of investors since 2020. To meet the market demand investment and finance information, PT Ternak Uang Nusantara launched Ternak Uang application as the first financial education platform in Indonesia by 2021, and already has more than 350.000 users.

The purpose of this research is to determine the influence of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value on the Continuance Intention of users of Ternak Uang application in Medan. This research combines primary and secondary data by distributing questionnaires to 110 respondents, male and female between the ages of 18-54 years, domiciled in Medan, and have used and purchased the Ternak Uang membership for at least one year. Sampling using non-probability sampling with snowball sampling technique. This research used causal research and quantitative methods by processing data with SPSS 25.0.

The results of the research for Ternak Uang application show that Effort Expectancy and Facilitating Condition have no significant influence on shaping user's Continuance Intention. Performance Expectancy, Price Value, and Social Influence proved to have a significant influence on shaping user's Continuance Intention.

**Kata Kunci:** *EdTech, UTAUT-2, M-learning,* **TAM, TPB,** *Startup*

Reference: 77 (1975 - 2021)

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## THE INFLUENCE OF PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY, FACILITATING CONDITION, SOCIAL INFLUENCE, AND PRICE VALUE TOWARD CONTINUANCE INTENTION OF TERNAK UANG APPLICATION USERS IN MEDAN

(xv + 116 halaman; 11 gambar; 23 tabel; 8 lampiran)

Akibat dari pandemic covid-19, kegiatan belajar dan mengajar dilaksanakan secara daring yang membuat berkembangnya perusaan rintisan (*startup*) khusus pendidikan di Indonesia. Ditambah lagi masyarakat mulai sadar dengan pentingnya investasi dan pendidikan keuangan sejak dini yang dilihat dari pertumbuhkan jumlah investor sejak tahun 2020. Untuk memenuhi permintaan pasar akan ilmu tentang investasi dan keuangan, PT Ternak Uang Nusantara meluncurkan aplikasi Ternak Uang sebagai salah satu platform edukasi finansial yang pertama di Indonesia pada tahun 2021, dan mempunyai lebih dari 350.000 pengguna. Penelitian ini bertujuan untuk untuk mengetahui pengaruh *Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value*, terhadap *Continuance Intention* pengguna aplikasi Ternak Uang di Medan. Penelitian ini menggunakan data primer dan sekunder melalui penyebaran kuesioner kepada 110 responden, laki-laki dan perempuan dengan rentang usia 18-54 tahun, berdomisili di Medan, dan pernah menggunakan serta membeli *membership* aplikasi Ternak Uang satu tahun belakang. Pengambilan sample menggunakan *non-probability sampling* dengan metode *snowball sampling*. Penelitian kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data dengan SPSS 25.0.

Hasil penelitian untuk aplikasi Ternak Uang menunjukkan bahwa *Effort Expectancy* dan *Facilitating Condition* tidak berpengaruh signifiikan terhadap *Continuance Intention*. *Performance Expectancy, Price Value,* dan *Social Influence* berpengaruh signifikan terhadap *Continuance Intention*.

**Kata Kunci: *EdTech, UTAUT-2, M-learning,* TAM, TPB, *Startup***

Referensi: 77 (1975-2021)