ACKNOWLEDGEMENT

First and upmost importance, we want to thank God for the opportunity and our well-being so we were able to finish this thesis in time.

This paper entitled "FACTORS AFFECTING INTENTION TO USE MOBILE PAYMENT ON GENERATION X IN JAKARTA" is intended to accomplish the final requirements to obtain the Bachelor Degree of Economics in Management. This research was made to contribute to the development of knowledge in the International Business field.

The author would like to express our gratitude for this small group contain the three of us, Olivia, Venna, and Virginia, we thank each other for the four months spent together during the writing of this thesis. The author also would like to express our gratefulness and thanks for the dearest, J. Sandra Sembel, S.Pd., S.E., M.M. who have always been willing to generously shared her knowledge during the work of the thesis. Without her generosity and willingness, this paper would not be finished in time.

The author also realize that this thesis cannot be completed without the support, positive energy, and prayer from all people that are very essential in our live. We would like to express our gratitude for these individuals, namely to:

1. Gracia S Ugut, M.B.A., Ph.D, as the Dean of Faculty of Economics
2. Isana S.C. Meranga, S.P., M.M. as the Head of Department
3. Dr. Pauline H. P. Tan., M.Si. as the Head of International Business Concentration

4. J. Sandra Sembel, S.Pd., S.E., M.M. as our supervisor
5. Dr. Margaretha Pink Berlianto S.E., M.M., Ak., CA. as Venna and Virginia's academic advisor and Liza Handoko, S.E., M.M as Olivia's academic advisor
6. To our Father and Mother who have supported us and give us endless support
7. To our great and lovely siblings. Michelle, Chelsea, Natasha, and Vanessa, sisters of Olivia. Evelyn and Vanessa, sisters of Venna. Jessie and Ruben, brother and sister of Virginia. They are one of the greatest blessing from God
8. To our ex vice president in HMPSM 2017/2018, Alie Hartato, who has empowered and guided us to do this thesis
9. To our ex president in HMPSM 2017/2018, Sharon Rosamia, who makes us a better person and can achieve something that we think is impossible
10. To 32 individuals in HMPSM 2017/2018 family, especially Business Week Division, Maria Edenia, Cindy, and Livia Amelia, and External Affair Division Yehuda Wijaya, Jonathan Axel, Jessica Setiawan, and Ferliro Daniel. They have been a big part of our life
11. To Olivia's best friend in UPH Pingky and Venna, you have been a great source of joy throughout my university life
12. To Venna's best friend since kindergarten, Anastesya and doctor-to-be, Monika Arianti. Finally, we will finish our university journey
13. To Virginia's fellow partner, Fitri Indah Sari and Kun Puja, who have entertained me since day one university life and during the work of the thesis
14. To Olivia's close friends in UPH, Violin, Lidia, Thalia, Felicia, Verren, Didy, Michelle, Cheryl, Felicia and Vennessa

15. To Venna's high school friend until now, Benedicta Christella, unfortunately we cannot graduate together, good luck with your architect project!
16. To Virginia's twenty-four-seven partner, Gabriel Julivan, thank you for always accompanying and caring me a lot during the work of the thesis
17. To Olivia's very first friend and personal tutor at UPH, Sherin Nya Tamara and Venna's very first friends, Grace Jelian and Tania Tanuwijaya
18. To Virginia's brother and sister in Christ, all *PC, Chariot Manasye,* and *Chariot Yeremia,* I look up to every single one of them
19. To Olivia's mentees in MENE 45, you are the reason that keep motivate me to become the better version of myself and I'll always be there for you guys
20. To Venna's BEM-UPH members 2018/2019. Spirit of Excellence!
21. To Virginia's support systems since high school, sixteen, thank you for always got my back
22. To Olivia's UPH mentoring family, you guys inspire me to be better and constantly giving me support

The writer recognizes that this work is far from perfect, any tips and recommendation for writer is embraced for better future improvements. Most importantly, may this research benefits future researcher and party with the same interest.

Tangerang, November 27, 2019

Olivia, Venna Felicia, Virginia Aureka

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY OF THESIS ii
THESIS APPROVAL iii
THESIS DEFENSE COMMITTEE iv
ABSTRACT v
ACKNOWLEDGEMENT vi
TABLE OF CONTENTS ix
LIST OF FIGURES xii
LIST OF TABLES xiii
LIST OF APPENDICES xiv
CHAPTER I 1
INTRODUCTION 1
1.1 Research Background 1
1.2 Research Problem 10
1.3 Research Objectives 10
1.4 Research Questions 11
1.5 Research Limitations 12
1.6 Research Contributions 13
1.7 Research Outline 14
CHAPTER II 16
LITERATURE REVIEW 16
2.1 International Business 16
2.2 Consumer Behavior 18
2.3 Technology Acceptance Model (TAM) 18
2.4 Self-efficacy 19
2.5 Personal Innovativeness 20
2.6 Subjective Norm 21
2.7 Perceived Ease of Use 22
2.8 Perceived Usefulness 23
2.9 Trust 24
2.10 Mobile Payment 25
2.11 M-Payment Adoption Intention (MPAI) 26
2.12 The Relationship between Self-Efficacy and Perceived Ease of Use 27

2.13 The Relationship between Personal Innovativeness and Perceived Ease of Use…. 28
2.14 The Relationship between Personal Innovativeness and Perceived Usefulness 29
2.15 The Relationship between Subjective Norm and Perceived Usefulness 30
2.16 The Relationship between Perceived Ease of Use and M-Payment Adoption Intention 31
2.17 The Relationship between Self-Efficacy and M-Payment Adoption Intention 32
2.18 The Relationship between Perceived Usefulness and M-Payment Adoption Intention 33
2.19 The Relationship between Trust and M-Payment Adoption Intention 34
2.20 Research Model 35
CHAPTER III 37
RESEARCH METHOD 37
3.1 Research Object 37
3.2 Research Paradigm 38
3.3 Types of Research 38
3.4 Data Collection Strategies 39
3.5 Extent of Researcher Interference 40
3.6 Study Setting 41
3.7 Unit of Analysis 42
3.8 Time Horizon 43
3.9 Variable Measures 44
3.9.1 Dependent Variable (Criterion Variable) 44
3.9.2 Independent Variable (Predictor Variable) 44
3.9.3 Moderating Variable 44
3.9.4 Mediating Variable 44
3.10 Data Collection Ethics 45
3.11 Data Collection Method 45
3.12 Sampling Design & Sample Size 46
3.12.1 Define the Population 47
3.12.2 Determine the Sample Frame 47
3.12.3 Determine the Sampling Design 47
3.12.4 Determine the Appropriate Sample Size 49
3.12.5 Execute the Sampling Process 50

3.13 Measurement 50
3.13.1 Scaling 50
3.13.2 Operational Definition 51
3.14 Data Analysis 55
3.14.1 Descriptive Statistical Analysis 55
3.14.2 Inferential Statistical Analysis 55
3.14.3 Partial Least Square (PLS-SEM) 58
CHAPTER IV 60
RESULTS AND DISCUSSION 60
4.1. Profile of the Respondent 60
4.2. Pre-Test Study 62
4.2.1 Pre-Test Composite Reliability 63
4.2.2 Pre-Test Convergent Validity 64
4.2.3 Pre-Test Discriminant Validity 69
4.3. Actual Study 72
4.3.1 Descriptive Statistics 72
4.3.2 Actual Composite Reliability 76
4.3.3 Actual Convergent Validity 77
4.3.4 Actual Discriminant Validity 80
4.3.5 Inner (Structural) Model 81
4.3.6 Hypothesis Test 83
4.4. Discussion 86
CHAPTER V 95
CONCLUSIONS AND RECOMMENDATIONS 95
5.1 Conclusions 95
5.2 Managerial Implications 96
5.3 Research Limitations and Recommendations 101
REFERENCES 102
APPENDIX 1

LIST OF FIGURES

Figure 1.1 Projected population by generation and household income by generation 4
Figure 1.2 Mobile Payment Penetration with cross-countriy comparison (in %) 7

Figure 2.1 The Model of the Theory of Technology Acceptance Model 19
Figure 2.2 Fast Statistics Mobile Payment Usage in India and Indonesia..... 35
Figure 2.3 Research Model..... 36

Figure 4.1 PLS Result Models Before Bootstrapping..... 87
Figure 4.2 PLS Result Models After Bootstrapping 89

LIST OF TABLES

Table 3.1 The Advantages and Disadvantages between Nonprobability Sampling Type **48**
Table 3.2 Operational Definition **51**

Table 4.1 Demographic Characteristics of Respondents **60**
Table 4.2 Initial Pre-Test Composite Reliability **63**
Table 4.3 Final Pre-Test Composite Reliability **64**
Table 4.4 Initial Pre-Test Convergent Validity **65**
Table 4.5 Final Pre-Test Convergent Validity **67**
Table 4.6 Initial Pre-Test Discriminant Validity **69**
Table 4.7 Final Pre-Test Discriminant Validity **70**
Table 4.8 Final Indicators **71**
Table 4.9 Descriptive Statistics **72**
Table 4.10 Actual Composite Reliability **76**
Table 4.11 Actual Convergent Validity **77**
Table 4.12 Actual Discriminant Validity **80**
Table 4.13 Multicollinearity Test **81**
Table 4.14 R Square Value **82**
Table 4.15 Hypothesis Table **84**

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE PRE-TEST 1
APPENDIX B: QUESTIONNAIRE ACTUAL TEST 3
APPENDIX C: DATA FROM RESPONDENT (PRE-TEST) 5
APPENDIX D: DATA FROM RESPONDENT 6
APPENDIX E: ACTUAL STUDY 10
APPENDIX F: T-TABLE 13
APPENDIX G: QUESTIONNAIRE ACTUAL TEST RESPONSES 14