



**PUSH AND PULL FACTORS AFFECTING TO THE
DECISION TO SWITCH TO THE MOBILE PAYMENT
SYSTEM IN JABODETABEK AREA**

UNDERGRADUATE THESIS

**Submitted as One of the Requirements to Obtain
Sarjana Manajemen**

By

JinSong Kim

014201900252

**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM
CIKARANG
MAY 2023**

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CHAPTER I

INTRODUCTION

Background of the Problem

Nowadays, mobile phones have become an essential item that cannot be separated from our daily lives, and they are used not only for communication purposes but also for mobile payment systems to conduct financial transactions.

(Lisana, 2021)

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ABSTRACT

The mobile payment system provides a faster, more convenient, and safer experience than the existing payment method of carrying cash or a credit card. The purpose of this study is to analyze the factors that induce various users to use mobile payments in their daily lives in Jabodetabek Area. This study employed four PUSH factors (Dissatisfaction, Situational Influence, Facilitating Conditions and Fear of Missing Out) and four PULL factors (Perceived Convenience, Deal Proneness, Perceived Usefulness, and Perceived Security) were set as independent variables, and the effects of these variables on users' behavioral decision were analyzed. The online survey was conducted among residents aged 17 and over living in Jabodetabek Area, and the data collected from 262 people were analyzed using a structural equation model (SEM).

The results explain that Dissatisfaction and Fear of Missing Out are significant PUSH factors for conversion to mobile payment use. It also shows that Perceived Convenience, Deal Proneness, and Perceived Usefulness are PULL Factors that make users decide to switch to mobile payments. On the other hand, Situational Influence, Facilitating Condition, and Perceived Security were analyzed to have no significant effect on decision adoption. This study provides insight into consumer behavior and can be used as a reference for building the digitization of the payment system as quickly as possible.

Keywords: *Push and Pull Factors, Behavioral Intention, Behavioral Decision*

ACKNOWLEDGEMENT

I would like to thank President University for giving me the opportunity to earn my bachelor's degree. I also want to thank the people who have supported me.

Therefore, I would like to say many thanks to:

1. My family, especially my parents, for all their continuous support, the endless love.
2. My thesis supervisor, Mr. Eko Ganiarto. I thank him very much for his guidance, advice, encouragement, and patience. I would like to thank you for trusting me and always giving it to me and always taking the time to improve my thesis in the midst of a hectic schedule. It is an honor for me to have him as my thesis supervisor.
3. To my second family in university since day Ni Nyoman Nefvi, Perina Amelia, RR Cahyani Fatimah Putri Wijayanti, Zein Khuzaimah, Tya Heryani and all my classmates, thank you for all the support and motivation, happiness, valuable experiences, also always going through difficult times together. I feel grateful to have you guys!

Cikarang, 20 April 2023



JinSong Kim

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