

ABSTRACT

The accelerated advancement in technology resulted to the appearance of Self Service Technology. One form of self-service technology in the banking sector is the presence of mobile banking technology. This study aimed to identify the main factors that influence the repeat used of BCA Mobile in Bandung. The study used extension of Technology Acceptance Model (TAM) constructs, which are perceived usefulness, perceived ease of use, perceived credibility, customer awareness and social influence.

Data was collected through questionnaire to 100 respondents who used BCA Mobile and using judgement/purposive sampling method. Regression technique were employed to investigate the relationship among variables.

This study empirically concluded that consumers' intention to repeat used of BCA mobile services was positive influenced by perceived ease of use, customer awareness and social influence . While Perceived usefulness and perceived credibility was found to be with no influence on the intention to repeat used of BCA Mobile in Bandung.

Key Word : Mobile Banking, Perceived Usefulness, Perceived Ease of Use, Perceived Credibility, Customer Awareness, Social Influence.