

ABSTRACT

Infrastructure is the basic needs of the population of a country economically and socially, is the main thing in supporting the economic activities of the country. An increase in the volume of traffic can be seen in the graph of transactions in 2010 through 2014, the e-toll card be one solution to the congestion on the motorway. Transactions toll payments in 2015 by using the e-toll card 12% and 88% manually. The use of non-cash transactions is very effective, so that the use of E-Toll Card can be usefull and useful for toll road users, research is needed on the perception of usefulness, ease of which is influenced by the intention to use e-toll card with the approach Technology Acceptance Model (TAM).

The purpose of this study was to determine the influence of perceived usefulness and perceived ease of use of the intention to use the E-Toll Card JASA MARGA. TAM variables used in this research is variable Perceived Usefulness, Perceived Ease of Use and Intention to Use.

This research is quantitative descriptive data analysis, respondents surveyed in this study amounted to 100 e-toll card users in Indonesia with incidental sampling technique. Data collected from 12 questionnaire is then processed using IBM SPSS 20 with data analysis techniques multiple linear regression.

The results showed that perceived usefulness in the position of figure 72.8%, perceived ease of use that are in a position figure of 76.9%, intention to use in the position of 75.3% to the category of "agree", perceived usefulness significant effect on intention to use can be seen from the $t_{hitung} > t_{tabel}$ well as significant $\alpha < 0.05$ is $(5.456 > 1.985)$ as well as $0.000 < 0.05$, perveived ease of use significantly influence the intention to use it can be seen from the value $t_{hitung} > t_{tabel}$ well as significant $\alpha < 0.05$ is $3.200 > 1.985$, and $0.002 < 0.05$, as well as the perceived usefulness and perceived ease of use significantly influence the intention to use it can be seen from the value $F_{hitung} > F_{tabel}$ namely $(74.646 > 2.36)$.

Keywords: *E-Toll Card, Perceived Usefulness, Perceived Ease of Use, Intention to Use.*