

ABSTRACT

In supporting “Gerakan Nasional Non Tunai” (GNNT), the government plans the implementation of the Multi Lane Free Flow (MLFF) which is targeted to be realized by 2018. To implement the MLFF system, electronic money is required with On Board Unit (OBU) serves vehicles pass through toll booths. However, in practice, the use of e-Tollpass as a form of support for the implementation of the MLFF system has not met that expectation. The fact shpws that from the penetration of new e-Tollpass users reaching 3% and small number of toll booths that can service payments with e-Tollpass.

This study aims to examine Performance Expectations, Effort Expectations, Social Influence, Perceived Risk and Perceived Cost toward Behavioral Intention for using e-Tollpass in Jabodetabek. This study uses quantitative methods with data obtained through questionnaires distributed to 400 respondents. Hypothesis testing was performed using the analysis of Structural Equation Modeling (SEM) based on Partial Least Square (PLS).

Hypothesis testing of this study was conducted using an analysis. (PLS). The results showed that the intention for using e-Tollpass in Jabodetabek is positively and significantly influenced by Performance Expectation and Social Influence.

From the results of this study, researcher advise Bank Mandiri and highway company to increase the efficiency of e-Tollpass and the to use professionals to socialize the benefits of using e-Tollpass.