

**ANALISIS PENGARUH VARIABEL PERCEIVED USEFULNESS,
PERCEIVED EASE OF USE, ENJOYMENT, DAN PERCEIVED SECURITY
TERHADAP SATISFACTION DAN CONTINUANCE INTENTION TO USE
PADA PENGGUNAAN MOBILE BANKING MYBCA
DENGAN *TECHNOLOGY ACCEPTANCE MODEL***

PROPOSAL TESIS

Diajukan sebagai salah satu syarat untuk memperoleh gelar Magister
dari Program Studi PJJ S2 MANAJEMEN

Disusun oleh:

Duta Amay

204032310079



**Universitas
Telkom**

**PJJ S2 MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TELKOM
BANDUNG
2025**

***AN ANALYSIS OF THE INFLUENCE OF PERCEIVED USEFULNESS,
PERCEIVED EASE OF USE, ENJOYMENT, AND PERCEIVED SECURITY
ON SATISFACTION AND CONTINUANCE INTENTION TO USE
MYBCA MOBILE BANKING : TECHNOLOGY ACCEPTANCE MODEL APPROACH***

THESIS PROPOSAL

Submitted as one of the requirements for obtaining a Master's degree
from the PJJ Masters in Management Study Program

Compiled by:

Duta Amay

204032310079



**Universitas
Telkom**

**PJJ S2 MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS TELKOM
BANDUNG
2025**