

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Persepsi Kemudahan, Persepsi Kegunaan, dan Persepsi Interaktivitas terhadap Minat Penggunaan platform Bagibagi sebagai monetisasi konten *live streaming*, baik secara parsial maupun simultan. Populasi dalam penelitian ini adalah kreator *live streaming* pengguna platform Bagibagi di Indonesia. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Jumlah sampel sebanyak 100 responden dengan teknik *non-probability sampling* melalui metode *purposive sampling*. Teknik pengumpulan data dilakukan melalui observasi, studi kepustakaan, dan penyebaran kuesioner. Analisis data menggunakan regresi linier berganda, korelasi berganda, koefisien determinasi, serta uji hipotesis (Uji F dan Uji t). Hasil penelitian menunjukkan bahwa secara deskriptif, tanggapan responden terhadap Persepsi Kemudahan, Persepsi Kegunaan, Persepsi Interaktivitas, dan Minat Penggunaan berada pada kategori sangat baik dengan nilai rata-rata masing-masing sebesar 4,26, 4,30, 4,26, dan 4,25. Secara parsial, Persepsi Kemudahan dan Persepsi Kegunaan berpengaruh positif dan signifikan terhadap Minat Penggunaan, sedangkan Persepsi Interaktivitas tidak berpengaruh signifikan terhadap Minat Penggunaan. Secara simultan, Persepsi Kemudahan, Persepsi Kegunaan, dan Persepsi Interaktivitas berpengaruh signifikan terhadap Minat Penggunaan dengan kontribusi sebesar 71,8%, sedangkan sisanya 28,2% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Persepsi Kemudahan, Persepsi Kegunaan, Persepsi Interaksi, Minat Penggunaan

ABSTRACT

This study aims to determine the effect of Perceived Ease of Use, Perceived Usefulness, and Perceived Interactivity on Intention to Use the Bagibagi platform for monetizing live streaming content, both partially and simultaneously. The population in this study consisted of live streaming creators who use the Bagibagi platform in Indonesia. The research method used was descriptive and verificative with a quantitative approach. The sample consisted of 100 respondents selected using non-probability sampling with a purposive sampling method. Data were collected through observation, literature review, and questionnaire distribution. Data analysis was conducted using multiple linear regression, multiple correlation, coefficient of determination, and hypothesis testing (F-test and t-test). The results showed that, descriptively, respondents' perceptions of Perceived Ease of Use, Perceived Usefulness, Perceived Interactivity, and Intention to Use were categorized as very good, with average scores of 4.26, 4.30, 4.26, and 4.25, respectively. Partially, Perceived Ease of Use and Perceived Usefulness had a positive and significant effect on Intention to Use, while Perceived Interactivity had no significant effect on Intention to Use. Simultaneously, Perceived Ease of Use, Perceived Usefulness, and Perceived Interactivity had a significant effect on Intention to Use, with a contribution of 71.8%, while the remaining 28.2% was influenced by other factors not examined in this study.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Perceived Interactivity, Intention to Use, Digital Tipping*