

Thesis	Behavioral intentions using technology of Baby Boomers Generation and X Generation
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ABSTRACT

The purpose of this research is to study the path of influence of (1) expectation in efficiency; (2) expectation in effort; (3) social influence and attitudes towards technology usage behavior; (4) supporting environment; and (5) sex and age in experience and voluntary affecting behavioral intentions in the usage of technology of a group of Generation B & X. The data was collected from people who used to use technology in daily life, 400 people, using simple random sampling method. The instrument used was questionnaire. Data were analyzed using statistical tools, component analysis and path analysis to verify the consistency of causal structural models of behavioral intentions in the usage of technology of Generation B and Generation X

It was found that attitude factor toward technology usage behavior have a positive direct influence, which is correlated by gender, age, experience and voluntary. While the expectation factor in efficiency has a positive direct influence by interacting with experience using technology, but no interaction by sex and age. While supporting environmental factors have a negative direct influence but are interacted by sex and age. Factors of expectations in efforts and social influences does not influence behavioral intention in using technology but interacts according to gender, age, voluntary and technology experience. While the behavioral intentions have a positive direct influence on the technology usage behavior of Generation B & X group significantly

Keywords: Expectation in Efficiency, Expectation in Effort, Social Influence, Attitude, Behavioral Intentions.