

**ABSTRAK**  
**ANALISA PENGARUH *PERCEIVED EASE OF USE* MELALUI  
*PERCEIVED ENJOYMENT* TERHADAP *BEHAVIOR INTENTION*,  
PADA PENGGUNA *E-WALLET OVO***  
Studi Pada Mahasiswa di Yogyakarta

Kadek Jasintya Puspa Ningrum  
Universitas Sanata Dharma  
Yogyakarta  
2023

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *Perceived Ease of Use* terhadap *Behavior Intention* pada pengguna OVO mahasiswa di Yogyakarta, (2) Pengaruh *Perceived Enjoyment* dalam memediasi *Perceived Ease of Use* terhadap *Behavior Intention* pada pengguna OVO mahasiswa di Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* dan *offline* kepada 96 responden. Teknik analisis data menggunakan *Partial Least Square* menggunakan *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa: (1) *Perceived Ease of Use* berpengaruh terhadap *Behavior Intention* pada pengguna OVO mahasiswa di Yogyakarta (2) *Perceived Enjoyment* memediasi secara sebagian hubungan antara *Perceived Ease of Use* terhadap *Behavior Intention* pada pengguna OVO mahasiswa di Yogyakarta.

Kata Kunci: *Perceived Ease Of Use, Perceived Enjoyment, Behavior Intention.*

**ABSTRACT**

**ANALYSIS THE INFLUENCE OF PERCEIVED EASE OF USE THROUGH  
PERCEIVED ENJOYMENT TOWARDS BEHAVIOR INTENTION OF E-  
WALLET OVO USERS**

A study on College Students in Yogyakarta

Kadek Jasintya Puspa Ningrum  
Sanata Dharma University  
Yogyakarta  
2023

This study aims to determine: (1) the influence of Perceived Ease of Use towards Behavior Intention of OVO of college students in Yogyakarta (2) the influence of Perceived Enjoyment in mediating Perceived Ease of Use towards Behavior Intention of OVO of college students in Yogyakarta. The sampling technique in this study used purposive sampling. Data was obtained by distributing online and offline questionnaires to 96 respondents. Data analysis technique using Partial Least Square using SmartPLS 4.0. The result showed that: (1) Perceived Ease of Use influenced Behavior Intention of OVO of college students in Yogyakarta, (2) Perceived Enjoyment partially mediated the relationship between Perceived Ease of Use and Behavior Intention of OVO of college students in Yogyakarta.

*Keywords: Perceived Ease Of Use, Perceived Enjoyment, Behavior Intention.*