

ABSTRAK

**PENGARUH PERSEPSI KEGUNAAN, PERSEPSI KEMUDAHAN DAN
PERSEPSI KEAMANAN TERHADAP MINAT MENGGUNAKAN ULANG
E-MONEY**

(Studi pada mahasiswa Universitas Sanata Dharma pengguna *e-money* GoPay)

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh persepsi kegunaan, persepsi kemudahan, dan persepsi keamanan terhadap minat menggunakan ulang *e-money* GoPay, (2) pengaruh persepsi kegunaan terhadap minat menggunakan ulang *e-money* GoPay, (3) pengaruh persepsi kemudahan terhadap minat menggunakan ulang *e-money* GoPay, (4) pengaruh persepsi keamanan terhadap minat menggunakan ulang *e-money* GoPay. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner dalam bentuk *Google form* tentang persepsi kegunaan, persepsi kemudahan, persepsi keamanan, dan minat menggunakan ulang kepada 100 responden mahasiswa Universitas Sanata Dharma pengguna *e-money* GoPay. Analisis data menggunakan statistika deskriptif dan regresi linier berganda menggunakan *software* SPSS 22. Hasil penelitian menunjukkan bahwa: (1) persepsi kegunaan, persepsi kemudahan, dan persepsi keamanan secara simultan berpengaruh terhadap minat menggunakan ulang *e-money* GoPay, (2) persepsi kegunaan secara parsial berpengaruh terhadap minat menggunakan ulang *e-money* GoPay, (3) persepsi kemudahan secara parsial berpengaruh terhadap minat menggunakan ulang *e-money* GoPay, (4) persepsi keamanan secara parsial tidak berpengaruh terhadap minat menggunakan ulang *e-money* GoPay.

Kata Kunci: Persepsi Kegunaan, Persepsi Kemudahan, Persepsi Keamanan, Minat Menggunakan Ulang

ABSTRACT

THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PERCEIVED SECURITY ON E-MONEY REUSE INTENTION

(Study on students of Sanata Dharma University using GoPay e-money)

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This research aims to determine: (1) the influence of perceived usefulness, perceived ease of use, and perceived security on reuse intention of GoPay electronic money (e-money), (2) the influence of perceived usefulness on reuse intention of GoPay e-money, (3) the influence of perceived ease of use on reuse intention of GoPay e-money, (4) the influence of perceived security on reuse intention of GoPay e-money. The sampling technique used is purposive sampling. The data were obtained by distributing questionnaires in the Google form about perceived usefulness, perceived ease of use, perceived security, and reuse intention to 100 respondents who are students of Sanata Dharma University using GoPay e-money. Data analysis was conducted using descriptive statistics and software SPSS version 22. The research results show that: (1) perceived usefulness, perceived ease of use, and perceived security simultaneously affect reuse intention of GoPay e-money, (2) perceived usefulness partially affect reuse intention of GoPay e-money, (3) perceived ease of use partially affect reuse intention of GoPay e-money, (4) perceived security partially had no influence on reuse intention of GoPay e-money.

Keywords: Perceived Usefulness, Perceived Ease of Use, Perceived Security, Reuse Intention.