

ABSTRAK

**PENGARUH PERSEPSI KEMUDAHAN, PERSEPSI
MANFAAT DAN PERSEPSI KEAMANAN TERHADAP
MINAT PENGGUNAAN FITUR PEMBAYARAN *E-
WALLET SHOPEEPAY***

(Studi Empiris Mahasiswa Program Studi Akuntansi Angkatan 2022-2023
Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kemudahan, persepsi manfaat, dan persepsi keamanan terhadap minat penggunaan fitur pembayaran *e-wallet* ShopeePay mahasiswa Program Studi Akuntansi angkatan 2022–2023 Universitas Sanata Dharma Yogyakarta. Penelitian-penelitian sebelumnya menemukan bahwa adanya perbedaan temuan mengenai variabel yang memengaruhi minat penggunaan fitur pembayaran *e-wallet* ShopeePay. Dugaan tersebut terjadi karena adanya ketidakkonsistenan dari hasil penelitian sebelumnya.

Penelitian ini menggunakan metode kuantitatif. Teknik pengumpulan data dilakukan dengan mengirimkan kuesioner kepada mahasiswa aktif program studi Akuntansi Angkatan 2022-2023 Universitas Sanata Dharma Yogyakarta. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *accidental sampling* dengan sampel 157 responden. Teknik analisis data yang digunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa persepsi kemudahan, persepsi manfaat, dan persepsi keamanan berpengaruh terhadap minat penggunaan fitur pembayaran *e-wallet* ShopeePay. Mahasiswa diharapkan dapat menggunakan ShopeePay secara maksimal sebagai sarana transaksi digital yang praktis, aman, dan memberikan manfaat. Peneliti selanjutnya diharapkan dapat memperoleh data responden dengan proporsi yang seimbang antara laki dan perempuan agar terhindar dari potensi gender *effect*.

Kata kunci: Persepsi Kemudahan, Persepsi Manfaat, Persepsi Keamanan,

Minat dalam menggunakan fitur pembayaran *e-wallet* ShopeePay

ABSTRACT

***THE EFFECT OF PERCEPTION OF CONVENIENCE,
PERCEPTION OF BENEFITS AND PERCEPTION OF
SECURITY ON INTEREST IN USING THE
SHOPEEPAY E-WALLET PAYMENT FEATURE***

*(Empirical Study of Students of the Accounting Study Program Batch 2022-2023,
Sanata Dharma University, Yogyakarta)*

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This study aims to determine the influence of the perception of convenience, perception of benefits, and perception of security on interest in using the ShopeePay e-wallet payment feature for students of the Accounting Study Program class of 2022–2023 at Sanata Dharma University Yogyakarta. Previous studies have found that there are differences in findings regarding variables that affect interest in using the ShopeePay e-wallet payment feature. This allegation occurred due to inconsistencies in the results of previous research.

This study uses a quantitative method. The data collection technique is carried out by sending questionnaires to active students of the Accounting study program Class of 2022-2023 at Sanata Dharma University Yogyakarta. The sampling technique used in this study was accidental sampling with a sample of 157 respondents. The data analysis technique used is multiple linear regression analysis.

The results show that the perception of convenience, perception of benefits, and perception of security affect the interest in using the ShopeePay e-wallet payment feature. Students are expected to be able to use ShopeePay to the fullest as a means of digital transactions that are practical, safe, and beneficial. The next researcher is expected to obtain respondent data with a balanced proportion between men and women to avoid potential gender effects.

*Keywords: Perception of Convenience, Perception of Benefit, Perception of
Security, Interest in using the ShopeePay e-wallet payment fiur*