

ABSTRAK

PENGARUH PERSEPSI MANFAAT, PERSEPSI KEMUDAHAN, DAN PROMOSI TERHADAP KEPUTUSAN MENGGUNAKAN APLIKASI DOMPET DIGITAL DANA.ID PADA MAHASISWA FKIP UNIVERSITAS LAMPUNG

Oleh

JIHAN NAFISYA FITRI

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi manfaat, persepsi kemudahan, dan promosi terhadap keputusan menggunakan aplikasi dompet digital Dana.id pada mahasiswa FKIP Universitas Lampung. Metode yang digunakan dalam penelitian ini yaitu deskriptif verifikatif dengan pendekatan *ex post facto* dan *survey*. Populasi yang terlibat yaitu sebanyak 430 mahasiswa aktif angkatan 2017 yang tersebar di empat jurusan FKIP Universitas Lampung. Menggunakan teknik sampling *non-probability sampling* jenis *purposive sampling* yang akhirnya diperoleh sebanyak 81 mahasiswa pengguna aplikasi dompet digital Dana.id. Analisis hipotesis menggunakan regresi linier sederhana (parsial) dan regresi linier berganda (simultan). Hasil penelitian menunjukkan adanya pengaruh secara simultan persepsi manfaat, persepsi kemudahan, dan promosi terhadap keputusan menggunakan aplikasi dompet digital Dana.id dengan tingkat determinasi sebesar 0,607 atau setara 60,7 persen yang dipengaruhi oleh faktor persepsi manfaat, persepsi kemudahan, promosi, dan sisanya sebesar 39,3 persen dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Dana.id, keputusan penggunaan, persepsi kemudahan, persepsi manfaat, promosi

ABSTRACT

THE INFLUENCE OF PERCEIVED BENEFIT, PERCEIVED EASE, AND PROMOTION ON THE USE DECISION OF E-WALLET APPLICATION'S DANA.ID OF STUDENTS IN FKIP UNIVERSITAS LAMPUNG

By

JIHAN NAFISYA FITRI

The research aims to determine the influence of perceived benefit, perceived ease, and promotion on the use decision of e-wallet application's Dana.id of students in FKIP Universitas Lampung. The research method used descriptive verification with an ex post facto and survey approaches. The population was all active students of 430 from four majors in FKIP Universitas Lampung batch 2017. Using non-probability sampling technique with the purposive sampling type which obtained of 81 samples. The hypotheses were analyzed both partially and simultaneously through simple linear regression and multiple linear regression. The results show that there is simultaneous influence of perceived benefit, perceived ease, and promotion on the use decision of e-wallet application's Dana.id with the determinant level of 0,607 or equals to 60,7 percent. It indicates that the use decision of e-wallet application's Dana.id of students in FKIP Universitas Lampung was influenced by perceived benefit, perceived ease, and promotion. While the rest of 39,2 percent was influenced by other factors which were not tested in the research.

Key words: e-wallet's Dana.id, perceived benefit, perceived ease, promotion, use decision