

ABSTRAK

PENGARUH *TRUST*, *PERCIEVED BENEFITS* DAN *EASE OF USE* TERHADAP KEPUTUSAN PENGGUNAAN *E-WALLET* DI MASA PANDEMI COVID-19

(Studi Kasus Pengguna Gopay pada masyarakat Bandar Lampung)

Oleh

Syaiful Wahid

E-wallet merupakan metode pembayaran yang digunakan konsumen selama pandemi covid-19. Penelitian ini bertujuan untuk mengetahui pengaruh *trust*, *percieved benefits* dan *ease of use* terhadap keputusan penggunaan *e-wallet* pengguna Gopay pada masyarakat Bandar Lampung. Jenis penelitian yakni *explanatory research* dengan pendekatan kuantitatif. Populasi dari penelitian ini adalah pengguna Gopay di Kota Bandar Lampung. Data tersebut diperoleh dari kuesioner yang diisi secara *online*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan sampel sebanyak 100 responden. Berdasarkan hasil penelitian dan analisis menunjukkan bahwa *trust* berpengaruh positif dan signifikan terhadap keputusan penggunaan Gopay, *percieved benefit* berpengaruh positif dan signifikan terhadap keputusan penggunaan Gopay, *ease of use* berpengaruh positif dan signifikan terhadap keputusan penggunaan Gopay.

Kata kunci : *Trust*, *Percieved Benefits*, *Ease Of Use*

ABSTRACT

THE EFFECT OF TRUST, PERCIEVED BENEFITS AND EASE OF USE ON DECISIONS TO USE E-WALLET DURING THE COVID-19 PANDEMI (Case Study of Gopay Users in the Bandar Lampung community)

By

Syaiful Wahid

E-wallet is a payment method used by consumers during the COVID-19 pandemic. This study aims to determine the effect of trust, perceived benefits and ease of use on the decision to use e-wallets for Gopay users in the Bandar Lampung community. This type of research is explanatory research with a quantitative approach. The population of this study are Gopay users in Bandar Lampung City. The data was obtained from a questionnaire filled out online. The sampling technique used purposive sampling with a sample size of 100 respondents. Based on the results of the research and analysis it shows that trust has a positive and significant effect on the decision to use Gopay, perceived benefit has a positive and significant effect on the decision to use Gopay, ease of use has a positive and significant effect on decision to use Gopay.

Keywords : Trust, Percieved Benefits, Ease Of Use