

**PENGARUH *PERCEIVED EASE OF USE* DAN *PERCEIVED USEFULNESS*
TERHADAP *INTENTION ADOPT TECHNOLOGY WALLET*
(Studi pada Pengguna Gopay)**

SKRIPSI

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**PENGARUH *PERCEIVED EASE OF USE* DAN *PERCEIVED USEFULNESS*
TERHADAP *INTENTION ADOPT TECHNOLOGY WALLET***

Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis

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ABSTRAK

Izmi Kholianmin Afridany (1908391) “**Pengaruh *Perceived Ease of Use* dan *Perceived Usefulness* terhadap *Intention Adopt Technology Wallet***” di bawah bimbingan Dr. Imas Purnamasari, S.Pd, MM dan Sulastri, S.Pd., M.Stat., MM.

Penelitian ini bertujuan memperoleh gambaran dan pengaruh dari *perceived ease of use* dan *perceived usefulness* terhadap *intention adopt technology wallet* pada pengguna Gopay. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel dalam penelitian ini yaitu pengguna Gopay dengan sampel berjumlah 200 responden dengan menggunakan teknik *sample random sampling*. Data diolah secara statistic menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *perceived ease of use*, *perceived usefulness* dan *intention adopt technology wallet* berada pada kategori tinggi. *perceived ease of use* memiliki pengaruh positif dan signifikan terhadap *intention adopt technology wallet*, *perceived usefulness* memiliki pengaruh positif dan signifikan terhadap *intention adopt technology wallet*. Temuan ini menunjukkan bahwa penerapan *perceived ease of use* dan *perceived usefulness* dapat membangun *intention adopt technology* pada pengguna Gopay. Berdasarkan hasil penelitian, peneliti merekomendasikan untuk meningkatkan kemudahan penggunaan aplikasi wallet dan melakukan peningkatan pelayanan dan kemudahan sehingga meningkatkan minat dalam menggunakan aplikasi Gopay.

Kata Kunci: *Perceived Ease of Use*, *Perceived Usefulness* dan *Intention Adopt Technology*.

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ABSTRACT

Izmi Kholianmin Afridany (1908391) " *The Effect of Perceived Ease of Use and Perceived Usefulness on Intention to Adopt Wallet Technology*" under the guidance of Dr. Imas Purnamasari, S.Pd, MM dan Sulastri, S.Pd., M.Stat., MM

This study aims to obtain an overview and influence of perceived ease of use and perceived usefulness with the intention to adopt technology wallet for Gopay users. This research uses descriptive and verification methods with a quantitative approach. The population in this study were Gopay users with a sample of 200 respondents using simple random sampling technique. The data were statistically processed using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of perceived ease of use, perceived usefulness, and intention to adopt technology wallet is in the high category. perceived ease of use has a positive and significant effect on intention to adopt technology wallet, perceived usefulness has a positive and significant effect on intention to adopt technology wallet. These findings indicate that the application of perceived ease of use and perceived usefulness can build intention to adopt technology in Gopay users. Based on the results of the study, researchers recommend increasing the ease of use of the wallet application and improving services and convenience to increase interest in using the Gopay application.

Keywords: Perceived Ease of Use, Perceived Usefulness and Intention Adopt Technology

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