

***The Influence of Perceived Ease of Use, Perceived Usefulness, And Trust On
Intention To Use LinkAja E-Wallet***

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Abstract

This study aims to analyze and examine the influence of Perceived Ease of Use, Perceived Usefulness, and Trust on the Intention to Use LinkAja e-wallet. This research uses a quantitative approach with data collection methods through questionnaires distributed online. The population in this study consists of individuals aged over 17 years, old, lived or had activities in DKI Jakarta, and had used the LinkAja e-wallet application at least once. The total sample in this study amounts to 100 respondents, selected using a simple random sampling technique. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using SmartPLS software version 4.1.1.2. The results of the study show that Perceived Ease of Use, Perceived Usefulness, and Trust have a significant influence on the Intention to Use the LinkAja e-wallet.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Trust, Intention to Use*

Pengaruh Persepsi Kemudahan, Persepsi Manfaat, Dan Kepercayaan Terhadap Minat Penggunaan *E-Wallet* LinkAja

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Abstrak

Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh Persepsi Kemudahan, Persepsi Manfaat, dan Kepercayaan terhadap Minat Penggunaan *e-wallet* LinkAja. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner yang disebar secara *online*. Populasi dalam penelitian ini yaitu masyarakat berusia di atas 17 tahun, berdomisili atau beraktivitas di DKI Jakarta, serta pernah menggunakan aplikasi *e-wallet* LinkAja minimal satu kali. Jumlah sampel dalam penelitian ini sebanyak 100 responden dengan pengambilan sampel menggunakan teknik *simple random sampling*. Analisis data dilakukan dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) menggunakan *software* SmartPLS versi 4.1.1.2. Hasil penelitian menunjukkan bahwa Persepsi Kemudahan, Persepsi Manfaat, dan Kepercayaan, berpengaruh terhadap Minat Penggunaan *e-wallet* LinkAja.

Kata Kunci: Persepsi Kemudahan, Persepsi Manfaat, Kepercayaan, Minat Penggunaan