

ABSTRAK

Vellya Shafira (2017/17059251) : Pengaruh *Perceived Ease of Use*, *Perceived Usefulness*, dan *Perceived Risk* terhadap *Intention to Use* Gopay pada pengguna aplikasi Gojek di Kota Padang

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Penelitian ini bertujuan untuk menganalisis (1) Pengaruh *perceived ease of use* terhadap *intention to use* Gopay pada pengguna aplikasi Gojek di Kota Padang. (2) Pengaruh *perceived usefulness* terhadap *intention to use* Gopay pada pengguna aplikasi Gojek di Kota Padang. (3) Pengaruh *perceived risk* terhadap *intention to use* Gopay pada pengguna aplikasi Gojek di Kota Padang. Populasi dalam penelitian ini adalah seluruh pengguna Gopay di kota padang dan sampel pada penelitian ini adalah pengguna Gopay pada aplikasi Gojek. Jumlah sampel pada penelitian ini sebanyak 210 responden. Data dikumpulkan melalui penyebaran kuesioner secara online dan pengolahan data dilakukan melalui software SmartPLS. Hasil penelitian ini menunjukkan bahwa (1) *Perceived Ease of Use* berpengaruh secara positif dan signifikan terhadap *Intention to Use* Gopay pada pengguna aplikasi Gojek. (2) *Perceived Usefulness* berpengaruh secara positif dan signifikan terhadap *Intention to Use* Gopay pada pengguna aplikasi Gojek. (3) *Perceived Risk* berpengaruh positif terhadap *Intention to Use* Gopay pada pengguna aplikasi Gojek. Kata Kunci: Persepsi kemudahan, persepsi manfaat, persepsi risiko, minat menggunakan.

ABSTRAK

Vellya Shafira (2017/17059251) : *The Influence of Perceived Ease of Use, Perceived Usefulness, and Perceived Risk on Intention to Use Gopay on Gojek application users in Padang City*

Supervisor : **Prof. Dr. Yasri, MS**

This study aims to analyze (1) the effect of perceived ease of use on the intention to use Gopay on Gojek application users in the city of Padang. (2) The effect of perceived usefulness on the intention to use Gopay on Gojek application users in Padang City. (3) The effect of perceived risk on the intention to use Gopay on Gojek application users in Padang City. The population in this study were all Gopay users in the city of Padang and the sample in this study were Gopay users on the Gojek application. The number of samples in this study were 210 respondents. Data was collected through the distribution of online questionnaires and data processing was carried out through SmartPLS software. The results of this study indicate that (1) Perceived Ease of Use has a positive and significant effect on Intention to Use Gopay on Gojek application users. (2) Perceived Usefulness has a positive and significant effect on Intention to Use Gopay on Gojek application users. (3) Perceived Risk has a negative effect on Intention to Use Gopay on Gojek application users

Keywords: Perceived ease of use, perceived usefulness, perceived risk, intention to use.