

INTISARI

Penelitian ini bertujuan untuk mengetahui: (1) *Perceived Ease Of Use* memberikan pengaruh positif terhadap *Intention To Reuse E-Wallet* sebagai alat transaksi pembayaran, (2) *Perceived Usefulness* memberikan pengaruh positif terhadap *Intention To Reuse E-Wallet* sebagai alat transaksi pembayaran, dan (3) *Perceived Ease Of Use* dan *Perceived Usefulness* memberikan pengaruh positif terhadap *Intention To Reuse E-Wallet* sebagai alat transaksi pembayaran. Jenis penelitian ini merupakan penelitian kuantitatif. Teknik pengumpulan data yang digunakan pada penelitian ini yaitu dengan melakukan penyebaran kuisioner dengan jumlah sampel sebanyak 110 orang. Hasil penelitian diperoleh bahwa: (1) *Perceived Ease Of Use* berpengaruh positif dan signifikan terhadap *Intention To Reuse E-Wallet* sebagai alat transaksi pembayaran (2) *Perceived Usefulness* berpengaruh positif dan signifikan terhadap *Intention To Reuse E-Wallet* sebagai alat transaksi pembayaran (3) *Perceived Ease Of Use* dan *Perceived Usefulness* berpengaruh positif dan signifikan terhadap *Intention To Reuse E-Wallet* sebagai alat transaksi pembayaran secara simultan.

Kata kunci: *Perceived Ease of Use, Perceived Usefulness, E-Wallet, TAM.*

ABSTRACT

This study aims to determine: (1) Perceived Ease Of Use has a positive influence on Intention To Reuse E-Wallet as a payment transaction tool, (2) Perceived Usefulness has a positive influence on Intention To Reuse E-Wallet as a payment transaction tool, and (3) Perceived Ease Of Use and Perceived Usefulness have a positive influence on Intention To Reuse E-Wallet as a payment transaction tool. This type of research is a quantitative research. The data collection technique used in this study was by distributing questionnaires with a sample size of 110 people. The results of the study showed that: (1) Perceived Ease Of Use has a positive and significant effect on Intention To Reuse E-Wallet as a payment transaction tool (2) Perceived Usefulness has a positive and significant effect on Intention To Reuse E-Wallet as a payment transaction tool (3) Perceived Ease Of Use and Perceived Usefulness have a positive and significant effect on the Intention To Reuse E-Wallet as a means of payment transactions simultaneously.

Keywords: Perceived Ease Of Use, Perceived Usefulness, E-Wallet, TAM.