

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Ease of Use*, *Perceived Usefulness* dan *Trust* terhadap Minat Menggunakan LinkAja. Subjek pada penelitian ini adalah konsumen yang belum menggunakan aplikasi LinkAja di Jakarta Barat. Sampel yang digunakan dalam penelitian ini adalah 140 responden. Metode pengambilan sampel dilakukan dengan metode *convenience sampling*. Penelitian ini menggunakan teknik analisis data SEM dan pengolahan data menggunakan PLS. Hasil penelitian ini menunjukkan bahwa *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap Minat menggunakan, *Perceived Usefulness* berpengaruh positif dan signifikan terhadap Minat menggunakan, dan *Trust* berpengaruh positif dan signifikan terhadap Minat menggunakan.

Kata Kunci: *Perceived Ease of Use*, *Perceived Usefulness*, *Trust*, Minat menggunakan



ABSTRACT

This study aims to determine the effect of Perceived Ease of Use, Perceived Usefulness and Trust on Interests Using LinkAja. The subjects in this study are consumers who have not used the LinkAja application in West Jakarta. The sample used in this study was 140 respondents. The sampling method is done by convenience sampling method. This study uses SEM data analysis techniques and data processing using PLS. The results of this study indicate that Perceived Ease of Use has a positive and significant effect on interest in using, Perceived Usefulness has a positive and significant effect on interest in using, and Trust has a positive and significant effect on interest in using

Keyword: *Perceived Ease of Use, Perceived Usefulness, Trust, Interests Using.*



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