

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perceived ease of use*, motivasi hedonis dan utilitarian terhadap niat menggunakan uang elektronik Go-Pay. Desain penelitian ini menggunakan desain penelitian kausal. Populasi dalam penelitian ini adalah seluruh pengguna aplikasi Gopay di DKI Jakarta. Adapun jumlah sampel yang digunakan sebanyak 160 responden. Instrumen yang digunakan dengan kuesioner. Metode analisis data menggunakan *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa *perceived ease of use* berpengaruh positif dan signifikan terhadap niat menggunakan uang elektronik Gopay. Motivasi Hedonis berpengaruh positif dan signifikan terhadap niat menggunakan uang elektronik Gopay. Utilitarian berpengaruh positif dan signifikan terhadap niat menggunakan uang elektronik Gopay.

Kata Kunci: *Perceived Ease of Use*, Motivasi Hedonis, Utilitarian, Niat Menggunakan



ABSTRACT

This study aims to determine and analyze the effect of Perceived Ease of Use, Hedonic and Utilitarian Motivation on Intentions to Use Go-Pay Electronic Money. This research design uses a causal research design. The population in this study were all Gopay application users in DKI Jakarta. The number of samples used as many as 160 respondents. The instrument used is a questionnaire. Data analysis method using Partial Least Square (PLS). The results showed that Perceived Ease of Use had a positive and significant effect on the intention to use Gopay electronic money. Hedonic motivation has a positive and significant effect on the intention to use Gopay electronic money. Utilitarian has a positive and significant effect on intentions to use Gopay electronic money.

Keywords: *Perceived ease of use, Hedonic Motivation, Utilitarian, Intention to use*

