

ABSTRAK

Penelitian berikut mempunyai tujuan guna mengetahui Persepsi Manfaat, Persepsi Kemudahan dan Kepercayaan Terhadap Minat Pengguna *E-Wallet* OVO di Desa Medaeng Waru Sidoarjo. Penelitian berikut memanfaatkan metode kuantitatif. Populasi akan penelitian berikut yaitu masyarakat yang menggunakan *e-wallet* OVO di Desa Medaeng. Pengambilan sampel yang dipakai peneliti berjumlah 112 orang. Teknik pengambilan pada penelitian berikut yakni *nonprobability sampling* yaitu *accidental sampling*. Hasil penelitian ini membuktikan bahwasanya Persepsi Manfaat, Persepsi Kemudahan dan Kepercayaan berpengaruh signifikan dan positif terhadap Minat Pengguna *e-wallet* OVO di Desa Medaeng Waru Sidoarjo.

Kata Kunci : Persepsi Manfaat, Persepsi Kemudahan, Kepercayaan

ABSTRACT

This study aims to determine the effect of perceived benefits, perceived convenience and trust on the interest of OVO E-Wallet users in Medaeng Waru Sidoarjo Village, Sidoarjo. This research uses quantitative methods. The population of the study is the community of user of the OVO E-Wallet in Medaeng Village. Sampling used by researchers as many as 112 people. The technique used in this study nonprobability sampling, namely accidental sampling. The results pf this study prove that perceptions of benefit, perceptions of ease and trust have a significant and positif influence on the interest of OVO E-Wallet users in Medaeng Waru Sidoarjo.

Key Words : Perceptions of Benefit, Perceptions of Ease, Trust