

ABSTRAK

PENGARUH KEMUDAHAN PENGGUNAAN DAN PROMOSI TERHADAP MINAT PENGGUNA *E-WALLET* DANA PADA MAHASISWA FAKULTAS SOSIAL DAN HUKUM UNIVERSITAS QUALITY

Tujuan dari penelitian ini adalah mengetahui pengaruh kemudahan penggunaan dan promosi terhadap minat pengguna *e-wallet* DANA pada Mahasiswa Fakultas Sosial dan Hukum Universitas Quality. Metodologi dalam penelitian ini yang menggunakan penelitian kuantitatif, dimana sumber datanya menggunakan data primer dari penyebaran kuesioner kepada mahasiswa secara sistematis berdasarkan tujuan penelitian. Populasi penelitian ini adalah Mahasiswa Fakultas Sosial dan Hukum yaitu 259 responden, sedangkan jumlah sampelnya sebanyak 157 responden pengguna *e-wallet* DANA. Berdasarkan hasil dari penelitian dengan analisis data yaitu uji instrument, uji asumsi klasik, analisis regresi linier berganda, uji t, uji f dan koefisien determinasi. Hasil analisis linier berganda variabel Kemudahan Penggunaan sebesar 0,375 satuan, variabel Promosi sebesar 0,303 satuan dan untuk variabel Minat sebesar -0,227. Sedangkan hasil uji hipotesis berdasarkan hasil uji t dengan nilai t tabel 1,975 untuk pengaruh variabel Kemudahan Penggunaan nilai t hitung (7,481) > dari t tabel (1,975) dan sig (0,000) < Alpha (0,05) dengan demikian Ho ditolak Ha diterima, sedangkan variabel Promosi diperoleh nilai t hitung (6,483) > t tabel (1,975) dan sig (0,000) < Alpha (0,05) dengan demikian Ho ditolak Ha diterima, sehingga dapat disimpulkan Kemudahan Penggunaan berpengaruh signifikan terhadap Minat penggunaan *e-wallet* DANA dan Promosi berpengaruh signifikan terhadap Minat penggunaan *e-wallet* DANA. Berdasarkan analisis data diperoleh f hitung (95,994) > f tabel (3,05) dan sig (0,000) < Alpha (0,05) maka Ho ditolak Ha diterima, sehingga dapat disimpulkan bahwa Kemudahan Penggunaan dan Promosi berpengaruh signifikan terhadap Minat penggunaan *e-wallet* DANA. Berdasarkan hasil penelitian tersebut disimpulkan bahwa Kemudahan Penggunaan dan Promosi memiliki pengaruh positif dan signifikan terhadap Minat pengguna *e-wallet* DANA pada Mahasiswa Fakultas Sosial dan Hukum Universitas Quality.

Kata kunci : DANA, *E-wallet*, Kemudahan Penggunaan, Minat, Promosi

ABSTRACT

THE INFLUENCE OF EASE OF USE AND PROMOTION ON THE INTEREST OF DANA E-WALLET USERS AMONG STUDENTS OF THE FACULTY OF SOCIAL AND LAW AT QUALITY UNIVERSITY.

This research aims to determine the influence of ease of use and promotion on the interest in using the DANA e-wallet among students of the Faculty of Social and Law at Quality University. The methodology employed in this study is quantitative research, where the data source utilizes primary data collected through the systematic distribution of questionnaires to students based on the research objectives. The population of this research is students from the Faculty of Social and Law, totaling 259 respondents, while the sample size consists of 157 DANA e-wallet users. Based on the research results with data analysis including instrument testing, classic assumption testing, multiple linear regression analysis, t-test, f-test, and coefficient of determination. The multiple linear regression analysis yields the following results: the Ease of Use variable has a coefficient of 0.375 units, the Promotion variable has a coefficient of 0.303 units, and the Interest variable has a coefficient of -0.227. Meanwhile, the hypothesis testing results based on the t-test with a critical value of 1.975 for the influence of the Ease of Use variable show a calculated t-value of (7.481) > the critical value (1.975), and significance (0.000) < Alpha (0.05), thus rejecting Ho and accepting Ha. Similarly, for the Promotion variable, the calculated t-value is (6.483) > the critical value (1.975), and significance (0.000) < Alpha (0.05), leading to the rejection of Ho and acceptance of Ha. Hence, it can be concluded that Ease of Use significantly influences the Interest in using the DANA e-wallet, and Promotion influences significantly the Interest in using the DANA e-wallet. Based on the data analysis, the obtained calculated f-value (95.994) > the critical value (3.05), and significance (0.000) < Alpha (0.05), hence rejecting Ho and accepting Ha, leading to the conclusion that Ease of Use and Promotion significantly influences the Interest in using the DANA e-wallet. Based on these research findings, it can be concluded that Ease of Use and Promotion has a positive and significant influence on the interest in using the DANA e-wallet among students of the Faculty of Social and Law at Quality University.

Keywords: DANA, E-Wallet, Ease of Use, Interest, Promotion