

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Perceived Ease of Use* dan *Perceive Enjoyment* Terhadap *Behavior Intention* dengan *Trust* sebagai Variabel Mediasi pada Pengguna *E-wallet* DANA (Studi Kasus pada Generasi Z di Kota Lhokseumawe).

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *perceived ease of use* dan *perceived enjoyment* terhadap *behavior intention* dengan *trust* sebagai variabel mediasi pada pengguna *e-wallet* DANA pada generasi Z di Kota Lhokseumawe. Variabel bebas pada penelitian ini adalah *perceived ease of use* dan *perceived enjoyment*, *trust* sebagai variabel mediasi dan *behavior intention* sebagai variabel terikat. Jenis penelitian ini menggunakan metode kuantitatif, pengumpulan data menggunakan kuesioner yang berisi pertanyaan-pertanyaan dan membagikan kepada generasi Z di Kota Lhokseumawe yang menggunakan *e-wallet* DANA dengan jumlah 130 responden. Dimana teknik pengambilan sampel peneliti menggunakan metode nonprobability sampling. Pengukuran instrument penelitian ini menggunakan skala likert. Teknik analisis data menggunakan software SPSS (*Statistical Package for the Social Science*) dengan analisis jalur (*path analysis*) dan Uji sobel . Hasil penelitian ini menunjukkan bahwa variabel *perceived ease of use* tidak berpengaruh terhadap variabel *trust* maupun *behavior intention* pada pengguna *e-wallet* DANA di kalangan generasi Z, sedangkan variabel *perceived enjoyment* berpengaruh dan signifikan terhadap variabel *trust* dan *behavior intention* pada pengguna *e-wallet* DANA di kalangan Gen Z. Selanjutnya variabel *trust* berpengaruh dan signifikan terhadap *behavior intention* pada pengguna *e-wallet* DANA pada kalangan generasi Z di Kota Lhokseumawe. *Trust* tidak dapat memediasi secara signifikan hubungan antara *perceived ease of use* dan *behavior intention*, sebaliknya *trust* terbukti memediasi secara signifikan hubungan antara *perceived enjoyment* dan *behavior intention* di kalangan generasi Z di Kota Lhokseumawe.

Kata Kunci : *Perceived Ease of Use, Perceived Enjoyment, Trust dan Behavior Intention*

ABSTRACT

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Titl : *The Influence of Perceived Ease of Use and Perceived Enjoyment on Behavioral Intention with Trust as a Mediating Variable among DANA E-wallet Users (A Case Study of Generation Z in Lhokseumawe City.*

This study aims to examine the influence of perceived ease of use and perceived enjoyment on behavioral intention, with trust as a mediating variable among DANA e-wallet users from Generation Z in Lhokseumawe City. The independent variables in this study are perceived ease of use and perceived enjoyment, trust serves as the mediating variable, and behavioral intention is the dependent variable. This research employs a quantitative method, with data collected through questionnaires distributed to Generation Z users of the DANA e-wallet in Lhokseumawe, totaling 130 respondents. The sampling technique used is non-probability sampling. The research instrument is measured using a Likert scale. Data analysis was conducted using SPSS (Statistical Package for the Social Sciences) software through path analysis and the Sobel test. The results of this study indicate that perceived ease of use has no significant effect on either trust or behavioral intention among DANA e-wallet users in Generation Z. On the other hand, perceived enjoyment has a significant influence on both trust and behavioral intention. Furthermore, trust significantly affects behavioral intention among Generation Z DANA e-wallet users in Lhokseumawe. Trust does not significantly mediate the relationship between perceived ease of use and behavioral intention; however, it significantly mediates the relationship between perceived enjoyment and behavioral intention among Generation Z in Lhokseumawe.

Keywords: *Perceived Ease of Use, Perceived Enjoyment, Trust, Behavioral Intention*