

ABSTRAK

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Program Studi : Program Magister Ilmu Manajemen
Judul : PENGARUH *PERCEIVED EASE OF USE* DAN
PERCEIVED USEFULNESS TERHADAP *CUSTOMER*
SATISFACTION DAN *INTENTION CONTINUE USE*
E-WALLET PADA MASYARAKAT KOTA LHOKSEUMAWE

Penelitian ini mengkaji Pengaruh *Perceived Ease Of Use* dan *Perceived Usefulness* Terhadap *Customer Satisfaction* dan *Intention Continue Use E-Wallet* Pada Masyarakat Kota Lhokseumawe. Sampel dalam penelitian ini adalah masyarakat Kota Lhokseumawe yang pernah menggunakan *e-wallet*, yaitu sebanyak 140 Orang. Data yang dikumpulkan melalui kuesioner dianalisis dengan metode analisis data yang menggunakan *Structural Equation Modeling* (SEM) yang dioperasionalkan dengan perangkat *Analysis of Moment Structure* (AMOS). Hasil penelitian menunjukkan bahwa PEU dan PU berpengaruh signifikan terhadap CS dan IU. Dan CS berpengaruh langsung terhadap IU. Kemudian dalam pengujian pengaruh tidak langsung CS ditemukan berperan sebagai variabel mediasi parsial dalam hubungan antara PEU dan PU terhadap IU. Hasil penelitian ini diharapkan dapat menjadi informasi penting bagi penyedia *brand e-wallet* dalam membuat kebijakan yang terkait dengan pengembangan produk. Hasil penelitian ini juga memberikan informasi penting bagi konsumen atau pengguna *e-wallet* dalam memutuskan untuk menggunakan *e-wallet* dalam menunjang transaksi melalui *digital marketing*.

Kata kunci: *Perceived Ease of Use, Perceived Usefulness, Customer Satisfaction, Intention Continue Use E-Wallet*

ABSTRACT

Name : FACHRI ZALDI
Study Program : Master of Management Science Program
Title : **THE INFLUENCE OF PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS ON CUSTOMER SATISFACTION AND INTENTION TO CONTINUE USING E-WALLET IN LHOKSEUMAWA CITY COMMUNITY.**

This study examines the influence of Perceived Ease of Use and Perceived Usefulness on Customer Satisfaction and Intention to Continue Using E-Wallets in Lhokseumawe City. The sample in this study was 140 people from Lhokseumawe City who had used e-wallets. Data collected through questionnaires were analyzed using data analysis methods using Structural Equation Modeling (SEM) which was operationalized with the Analysis of Moment Structure (AMOS) tool. The results of the study indicate that PEU and PU have a significant effect on CS and IU. And CS has a direct effect on IU. Then, in testing the indirect effect, CS was found to play a role as a partial mediating variable in the relationship between PEU and PU on IU. The results of this study are expected to be important information for e-wallet brand providers in making policies related to product development. The results of this study also provide important information for consumers or e-wallet users in deciding to use e-wallets to support transactions through digital marketing.

Keywords : *Perceived Ease of Use, Perceived Usefulness, Customer Satisfaction, Intention to Continue Using E-Wallets*