

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui gambaran *Perceived Ease of Use* dan *Perceived Security* terhadap *Costumer Satisfaction* pada Fitur Transfer *E-Wallet* DANA serta pengaruh *Perceived Ease of Use* dan *Perceived Security* terhadap *Costumer Satisfaction* pada Fitur Transfer *E-Wallet* DANA di Indonesia, dan masih kurangnya kemudahan penggunaan aplikasi DANA yang dipengaruhi oleh faktor-faktor seperti persepsi keamanan yang rendah dan tingkat kepercayaan yang rendah bahwa menggunakan sistem dapat meningkatkan efisiensi dalam bekerja. Metode penelitian yang digunakan dalam penelitian ini yaitu metode dekriptif dan verikatif dengan menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini merupakan seluruh pengguna DANA yang dilihat dari jumlah pengunduh aplikasi DANA pada playstore. Jumlah sample yang diambil dalam penelitian ini yaitu sebanyak 100 responden. Hasil penyebaran kuesioner dianalisis dengan menggunakan analisis regresi berganda, koefisien determinasi, uji t dan uji F. berdasarkan penyebaran data diperoleh bahwa *Perceived Ease of Use*, *Perceived Security*, dan *Costumer Satisfaction* berada dalam kategori baik. Berdasarkan hasil uji determinasi yang telah dilakukan pada variabel *Perceived Ease of Use* berpengaruh sebesar 4,6% terhadap *Costumer Satisfaction*, *Perceived Security* memiliki pengaruh sebesar 60,8% terhadap *Costumer Satisfaction*, *Perceived Ease of Use* dan *Perceived Security* berpengaruh sebesar 67,9% terhadap *Costumer Satisfaction*. Hasil penelitian menunjukkan bahwa variabel *Perceived Ease of Use* dan *Perceived Security* berpengaruh terhadap *Costumer Satisfaction* pada Fitur Transfer *E-Wallet* DANA baik secara parsial maupun simlutan.

Kata Kunci: *Perceived Ease of Use*, *Perceived Security*, *Costumer Satisfaction*, Pada Fitur Transfer *E-Wallet* DANA

ABSTRACT

This research was conducted with the aim of finding out the description of Perceived Ease of Use and Perceived Security on Customer Satisfaction on the DANA E-Wallet Transfer Feature as well as the influence of Perceived Ease of Use and Perceived Security on Customer Satisfaction on the DANA E-Wallet Transfer Feature in Indonesia, and the lack of it. ease of use of the DANA application which is influenced by factors such as low security perceptions and low levels of trust that using the system can increase efficiency in work. The research methods used in this research are descriptive and verification methods using a quantitative approach. The population in this study is all DANA users as seen from the number of DANA application downloads on Playstore. The number of samples taken in this research was 100 respondents. The results of distributing the questionnaire were analyzed using multiple regression analysis, coefficient of determination, t test and F test. Based on the distribution of data, it was found that Perceived Ease of Use, Perceived Security and Customer Satisfaction were in the good category. Based on the results of the determination test that has been carried out on the variable, Perceived Ease of Use has an influence of 4.6% on Customer Satisfaction, Perceived Security has an influence of 60.8% on Customer Satisfaction, Perceived Ease of Use and Perceived Security have an influence of 67.9% on Customer Satisfaction. The research results show that the Perceived Ease of Use and Perceived Security variables influence Customer Satisfaction on the DANA E-Wallet Transfer Feature both partially and simultaneously.

Keywords: *Perceived Ease of Use, Perceived Security, Customer Satisfaction, DANA E-Wallet Transfer Feature*