

ABSTRAK

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Skripsi

Pengaruh *Perceived Usefulness* terhadap *Continuous Usage Intention* melalui *Perceived Trust* di Kalangan UMKM pengguna *Digital Payment* di Indonesia

Saat ini digitalisasi mengalami perkembangan salah satunya dalam penggunaan metode pembayaran. Penelitian ini dilakukan dengan tujuan untuk mengetahui adanya pengaruh *perceived usefulness* terhadap *continuous usage intention* melalui *perceived trust* di kalangan UMKM pengguna *digital payment* di Indonesia. Jenis penelitian ini adalah penelitian kuantitatif dengan sampel sebesar 172 responden. Sampel didapat secara acak menggunakan teknik *non-probability sampling* yaitu *purposive sampling*. Pengumpulan data menggunakan angket penelitian. Teknik pengolahan serta analisis data menggunakan *SmartPLS* versi 4.0. Hasil penelitian menunjukkan bahwa *perceived usefulness* memiliki pengaruh signifikan terhadap *continuous usage intention* melalui *perceived trust*.

Kata Kunci: *perceived usefulness, perceived trust, continuous usage intention, digital payment*

ABSTRACT

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Undergraduate Thesis

The Effect of Perceived Usefulness on Continuous Usage Intention through Perceived Trust in Micro, Small and Medium Enterprises Digital Payment User in Indonesia

These days, digitalization is experiencing developments, one of which is in the use of payment methods. This research was conducted with purpose of knowing the impact of perceived usefulness on continuous usage intention through a perceived trust on micro, small and medium enterprises digital payment user in Indonesia. The type of this research is quantitative research with total sample of 172 respondents. Samples were obtained randomly using a non-probability sampling technique, namely purposive sampling. Datas were collected using research questionnaire, processed and analyzed using SmartPLS version 4.0. The results showed that perceived usefulness has a significant influence on continuous usage intention through perceived trust.

Keywords: *perceived usefulness, perceived trust, continuous usage intention, digital payment*

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