ABSTRAK

Bagus Catur Apriyoga. 2026. Pengaruh *Perceived Usefulness, Perceived Ease Of Use, Perceived Risk* Terhadap Keputusan Penggunaan Dompet Digital Shopeepay Pada Masyarakat Di Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing (II) Dr. Hari Purwanto, S.E., M.M

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived usefulness*, *perceived ease of use*, *perceived risk* terhadap keputusan penggunaan dompet digital shopeepay pada masyarakat di Madiun. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 384 responden yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan IBM SPSS 2025.

Hasil penelitian menunjukkan bahwa *perceived usefulness, perceived ease of use*, *perceived risk* secara simultan berpengaruh signifikan terhadap keputusan penggunaan dompet digital shopeepay pada masyarakat di Madiun.

Kata Kunci: Perceived Usefulness, Perceived Ease Of Use, Perceived Risk, Keputusan Penggunaan.

ABSTRACT

Bagus Catur Apriyoga. 2026. The Influence of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on the Decision to Use ShopeePay Digital Wallet among the Community in Madiun. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I): Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Advisor (II): Dr. Hari Purwanto, S.E., M.M.

This study aims to analyze the influence of perceived usefulness, perceived ease of use, and perceived risk on the decision to use the ShopeePay digital wallet among the community in Madiun. The research employed a quantitative approach with a sample of 384 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using IBM SPSS 2025.

The results of the study indicate that perceived usefulness, perceived ease of use, and perceived risk simultaneously have a significant effect on the decision to use the ShopeePay digital wallet among the community in Madiun.

***Keywords** : Perceived Usefulness, Perceived Ease Of Use, Perceived Risk, Usage Decision.*