

## ABSTRAKSI

Mustyeka, Pramesti Adiana. 2026. Analisa Pengaruh Daya Tarik Promosi, Persepsi Kemudahan, dan Persepsi Keamanan Terhadap Minat Penggunaan E-Wallet Pada Aplikasi DANA (Studi pada Masyarakat di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomis dan Bisnis. UNIVERSITAS PGRI MADIUN. Dosen Pembimbing: (I) Dr. Heny Sidanti, S.E., M.M (II) Dr. Liliek Nur Sulistiyowati, S.E., M. M

Penelitian ini berjudul analisa pengaruh daya tarik promosi, persepsi kemudahan, dan persepsi keamanan terhadap minat penggunaan E-Wallet pada aplikasi DANA (Studi pada masyarakat di Kota Madiun). Tujuan penelitian ini untuk mengetahui pengaruh daya tarik promosi, persepsi kemudahan, dan persepsi keamanan terhadap minat penggunaan E-Wallet pada aplikasi DANA (Studi pada Masyarakat di Kota Madiun). Penelitian ini merupakan penelitian kuantitatif, dengan teknik pengambilan data melalui penyebaran kuesioner. Pengambilan sampel menggunakan teknik *Sampling Purposive*. Penentuan jumlah sampel menggunakan rumus *Lemeshow*, dengan responden sebanyak 381 responden. Analisis data menggunakan analisis regresi linier berganda. Berdasarkan hasil dari uji hipotesis secara parsial bahwa variabel daya tarik promosi ( $X_1$ ), Persepsi kemudahan ( $X_2$ ) dan persepsi keamanan ( $X_3$ ) berpengaruh signifikan terhadap minat penggunaan E-Wallet pada aplikasi DANA dengan nilai signifikansi  $< 0,05$ . Hasil uji hipotesis secara simultan diperoleh nilai  $F_{hitung} \geq F_{tabel}$  ( $55.824 > 2,63$ ) dan nilai Sig  $0,000 < 0,05$ , artinya secara simultan berpengaruh signifikan antara variabel daya tarik promosi, persepsi kemudahan, dan persepsi keamanan terhadap minat penggunaan E-Wallet pada aplikasi DANA.

**Kata Kunci : Daya tarik promosi, persepsi kemudahan, persepsi keamanan, minat penggunaan**

## **ABSTRACT**

Mustyeka, Pramesti Adiana. 2026. *Analysis of the Influence of Promotional Attractiveness, Perceived Ease of Use, and Perceived Security on Interest in Using E-Wallets on the DANA Application (Study on Communities in Madiun City)*. Management Studies Program, Faculty of Economics and Business. PGRI MADIUN UNIVERSITY. Supervisor: (I) Dr. Heny Sidanti, S.E., M.M (II) Dr. Liliek Nur Sulistiyowati, S.E., M. M

*This study is entitled Analysis of the Influence of Promotional Attractiveness, Perceived Ease of Use, and Perceived Security on Interest in Using E-Wallet on the DANA Application (Study on the Community in Madiun City). The purpose of this study is to determine the influence of promotional attractiveness, perceived ease of use, and perceived security on interest in using E-Wallet on the DANA Application (Study on the Community in Madiun City). This study is a quantitative study, with data collection techniques through distributing questionnaires. Sampling uses Purposive Sampling technique. Determination of the number of samples uses the Lemeshow formula, with 381 respondents. Data analysis uses multiple linear regression analysis. Based on the results of the partial hypothesis test, the variables of promotional attractiveness (X1), Perceived Ease of Use (X2) and Perceived Security (X3) have a significant effect on interest in using E-Wallet on the DANA application with a significance value  $<0.05$ . The results of the simultaneous hypothesis test obtained a calculated F value  $\geq F$  table ( $55.824 > 2.63$ ) and a Sig value of  $0.000 < 0.05$ , meaning that simultaneously there is a significant influence between the variables of promotional attractiveness, perceived ease, and perceived security on the interest in using E-Wallet on the DANA application.*

**Keywords:** *Promotional appeal, perceived ease of use, perceived security, interest in use*