

ABSTRACT

E-WALLET POSITIONING IN INDONESIA

By:
Karisma Putri

The purpose of this research was to analyze e-wallet positioning in Indonesia using the multidimensional unfolding (MDU) method. The type of research used was quantitative descriptive research. The sampling method in this research used a non-probability sampling method with a purposive sampling technique with the criteria for respondents being Generation Z who use Gopay, Dana, and Ovo e-wallets. The number of respondents in this study was 110 respondents who were determined using the Hair formula. The data analysis method in this research used the multidimensional unfolding (MDU) method. Based on the analysis and discussion on the e-wallet positioning map in Indonesia, it was known that in the perceived ease of use and perceived usefulness attributes, Gopay and Dana promotions were in the same position in the first position, while Ovo was in the last position. In terms of trust and perceived risk attributes, Gopay was in first position, Ovo was in second position, and Dana was in last position. Then the price attribute on Dana was in the first position, and the Gopay and Ovo e-wallet applications were in the last position.

Keywords: Positioning, e-Wallet, Multidimensional Unfolding (MDU).



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