

ABSTRACT

Implementation of an Attitude Model that Influences Prospective Dana E-Wallet Users in Bandar Lampung

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This research aims to empirically prove that perceived benefit and perceived ease influence *attitudes* which are moderated by trust. This research uses primary research and this research also uses quantitative data where the data comes from questionnaires distributed to DANA consumer users in Bandar Lampung. In this research, the population is DANA users in Bandar Lampung. The number of samples in this study was determined based on the Slovin formula, based on calculations it was obtained that 99.99 was rounded up to 100, so it can be seen that the number of samples used in this study was 100 people. This research used the SEM method, after the data was collected it was then analyzed using Partial Least Square (PLS), so it was found that (1) Perceived Benefits had a significant effect on Attitudes *towards using* Dana's e-wallet. (2) Perception of ease has a significant effect on *attitudes* toward using Dana's e-wallet. (3) Perception of Benefits has no effect on Attitudes *towards using* Dana's e-wallet through Trust as a mediating variable. (4) Perception of ease has no effect on Attitudes *towards using* Dana e-wallet through Trust as a mediating variable. Recommend that the Dana application provides comfort in daily use, expands cooperation with partner merchants, and improves existing technology service features so that users remain satisfied with the service features provided and feel that the Dana application has positive value for Dana user activities so that customers can recommend convenience make transactions to the public that the DANA application can be trusted in transactions.

Keywords: Perceived Benefits, Perceived Ease, Attitudes, and Trust.