

ABSTRACT

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, AND TRUST ON THE LEVEL OF USER SATISFACTION OF THE TOKOCRYPTO APPLICATION

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Crypto development is happening rapidly and one of them is the Tokocrypto application. Tokocrypto experienced a decrease in users in 2023. This study aims to determine and analyze how much influence Perceived Ease of Use, Perceived Usefulness, Trust on user satisfaction of the Tokocrypto application. This study used a sample of 100 respondents. The questionnaire distributed consisted of 20 statement items, 8 statement items for the Perceived Ease of Use variable (X1), 6 statement items for Perceived Usefulness (X2), 5 question items for Trust (X3), and 6 statement items for the User Satisfaction variable (Y). The average result of respondents responses to the Perceived Ease of Use (X1) variable statement was 3.63, which means that the research respondents said they agreed with the recapitulation of Perceived Ease of Use (X1). The average result of respondents' responses to the Perceived Usefulness (X2) variable statement was 3.64. The results of the study using the t test show the results of the calculated t value of 10.391 which is greater than the t-table value of 1.656, which means that H0 is rejected and Ha is accepted. Trust Variable. The average result of respondents' responses to the Trust variable statement was 3.40. The results of this study can be concluded that the variables Perceived Ease of Use, Usefulness, and Trust affect the level of User Satisfaction in the Tokocrypto application.

Keywords: Perceived Ease of Use, Perceived Usefulness, Trust, User Satisfaction, Tokocrypto.