

***ANALYSIS OF THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, AND SECURITY ON REUSE INTEREST IN USING SHOPEEPAY E-WALLET WITH SATISFACTION AS AN INTERVENING VARIABLE***

***ABSTRACT***

*The rapid development of modern times, human thinking, and technology, are increasingly advanced. This technological advancement is believed to be more practical, efficient, and prevent the use of counterfeit money by changing the non-cash payment system so that it becomes a payment system that should not be feared. One of them's an e-wallet Shopeepay. Shopeepay is a feature of electronic wallet and money services that serve as a payment method and for storing refunds from e-commerce Shopee. The purpose of this study is to analyze the Perceived Ease of Use, Perceived Usefulness, and security on Reuse Interest e-wallet ShopeePay with satisfaction as an intervening variable.*

*The method of analysis in this study used primary data, the test stages conducted were outer model and inner model. The data used in the study used the questionnaire instrument using Google form, and the valid data collected were 255 respondents. The method of sampling in this study was nonprobability sampling by purposive sampling technique. The testing aid used is SmartPLS 4.0.*

*Research results from the coefficient path show that the perception of ease, perception of benefit, and safety has an effect on satisfaction. The perception of ease has no significant effect on reuse interest, the perception of benefit has no effect on reuse interest, security has no effect on reuse interest. Satisfaction has an effect on reusing interest.*

*Keywords: Perceived Ease of Use, Perceived Usefulness, Reuse Interest, Satisfaction, Security.*

*(xiv + 101 + Attachments)*

*Bibliography (2017-2024)*