

ABSTRAK

Penelitian ini didasari adanya perkembangan teknologi yang semakin pesat sehingga berdampak pada kehidupan masyarakat, salah satunya kegiatan bertransaksi. OVO jadi salah satu alat transaksi yang banyak digunakan masyarakat Indonesia. Hal tersebut membuat peneliti melakukan penelitian untuk menguji pengaruh kepercayaan, promosi dan kemudahan terhadap minat konsumen penggunaan OVO.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel menggunakan *simple random sampling*. Populasi yang digunakan adalah masyarakat Surabaya dengan responden sebanyak 98 responden. Metode Analisis menggunakan SPSS (*Statistic Product and Service Solutions*).

Hasil penelitian ini menunjukkan bahwa variabel kepercayaan berpengaruh positif tetapi tidak signifikan, variabel promosi berpengaruh positif dan signifikan dan variabel kemudahan berpengaruh positif dan signifikan terhadap minat penggunaan.

Kata Kunci: Kepercayaan, Promosi, Kemudahan, Minat Penggunaan



ABSTRACT

This research was based on technology development which grows rapidly, this it affects society life. One of the developments was transaction activity. While, OVO was one of the transaction tools which Indonesian used mostly. Therefore, the research aimed to examine the effect of trust, promotion, and convenience on consumers' interest in using OVO.

The research was quantitative research. Moreover, the data collection technique used a simple random sampling technique. Furthermore, the population was Surabaya society 98 respondents as the sample. Additionally, the data analysis technique used SPSS (Statistical Product and Service Solutions).

The research result concluded that trust had a positive but insignificant effect on consumers interest in using OVO of Surabaya society. On the other hand promotion had a positive and significant effect on consumers interest in using OVO of Surabaya society. Like wise, convenience had a positive and significant effect on consumers interest in using OVO of Surabaya society.

Keywords: trust, promotion, convenience, interest in using

