

## **ABSTRACT**

*The phenomenon of electronic money or e-money continues to evolve among the people. E-money is a form of digital money. E-money functions to move the data balance of money contained in our E-money to a computer or sales information system, so that goods that we want are purchased without spending extra cash. With E-money at this time it provides convenience in everyday life . One of the factors that can affect the ease and usability is Perceived Ease of Use and Perceived Usefulness. A company that has a good Perceived Ease of Use and Perceived Usefulness will increase consumers' intention to Use to the company.*

*This study aims to determine the effect of Perceived Ease of Use and Perceived Usefulness on Intention to Use on Gopay. The type of research is quantitative and uses descriptive analysis method. The data analysis technique used is multiple linear regression analysis. Based on the results of the study, it can be concluded that the response of respondents to the variable Perceived Ease of Use is equal to 84.15% with a very good category, the Perceived Usefulness variable is 83.84% with a good category and the Intention to Use variable is 75.2% with a good category. The conclusion of this study is Perceived Ease of use and Perceived Usefulness has an influence on Intention to Use by 50.7% and the remaining 49.3% is influenced by other variables not be researched in this study. These results can be interpreted with the better Perceived Ease of use and Perceived Usefulness owned by Gopay, the better the Intention to Use consumers on Gopay too.*

**Keywords :** *Perceived Ease of use, Perceived Usefulness and Intention to Use*