

## ABSTRACT

*Gopay is one of the digital payment services owned by PT Gojek Indonesia. Those present offered the convenience of making payment transactions. Gopay was released in April 2016 by Aldi Haryoprato. This study discusses whether there are differences regarding usage, promotion, customer satisfaction and pleasure received on direct or indirect use.*

*The research method used is descriptive quantitative. The sample technique is accidental sampling, the number of samples is 100 respondents. This research uses descriptive analysis techniques and statistical package for the social software (SPSS). Data collection is done by collecting questionnaires online. Data processing is done using SPSS Ver. 24.*

*Based on the results of data processing, it is known that the perceived ease of use in the category is very good, while for the value of promotions, customer satisfaction and perceived enjoyment in good category. The results showed that the relationship between perceived ease of use and customer satisfaction had a positive and significant effect on usage, while promotion and satisfaction obtained had a positive but not significant relationship. Based on PT Gojek Indonesia's research results, it is expected to improve services to encourage users to continue using Gopay.*

**Keyword :** *perceived ease of use, promotion, customer satisfaction, perceived enjoyment, behavioral intention.*