ABSTRACT

This study aims to analyze the effect of perceived ease of use, perceived risk, price, and promotion toward purchase decision on GoPay in Semarang, also to determine the variables that most influence purchase decision on GoPay in Semarang, so that they can be a review in making strategies to increase purchase decision on GoPay in Semarang.

The population in this study were customers of GoPay in Semarang. Data obtained through a questionnaire from a sample of 100 people with a non-probability approach, purposive sampling. Then, the data is processed and analyzed using the SPSS (Statistical Package for Social Science) version 25 program.

The results showed that perceived ease of use, price, and promotion had a significant positive effect on purchase decision toward GoPay in Semarang. Whereas perceived risk had a significant negative effect toward purchase decision on GoPay in Semarang. All hypotheses determined in this study accepted.

Keywords: Perceived Ease Of Use, Perceived Risk, Price, And Promotion, Purchase Decision