

# **PENGARUH *SUBJECTIVE NORM* DAN *PERCEIVED BENEFIT* TERHADAP PENGUNAAN *E-MONEY* DI *SAMAISTRA COFFEE* KOTA KLUNGKUNG**

Oleh

**Ni Kadek Yumi Jayanti, NIM. 1517011016**  
**Program Studi Pendidikan Ekonomi**

## **Abstrak**

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *subjective norm* terhadap penggunaan *e-money* di *Samastra Coffee* Kota Klungkung; (2) pengaruh *perceived enefit* terhadap penggunaan *e-money* di *Samastra Coffee* Kota Klungkung; dan (3) pengaruh simultan *subjective norm* dan *perceived benefit* terhadap penggunaan *e-money* di *Samastra Coffee* Kota Klungkung. Populasi dalam penelitian ini adalah seluruh konsumen yang bertransaksi menggunakan *e-money* di *Samastra Coffee* di Jalan Srikandi II Semarapura Kangin Klungkung yang berjumlah 90 orang. Teknik sampling yang digunakan adalah sampling jenuh, artinya seluruh populasi menjadi sampel penelitian. Metode pengumpulan data yang digunakan adalah wawancara dan kuisioner. Teknik analisis data yang digunakan pada penelitian ini adalah analisis regresi linier berganda. Hasil penelitian menyatakan bahwa (1) ada pengaruh parsial *subjective norm* terhadap penggunaan *e-money* di *Samastra Coffee* Kota Klungkung; (2) ada pengaruh *perceived benefit* terhadap penggunaan *e-money* di *samastra coffee* Kota Klungkung, dan (3) ada pengaruh secara simultan simultan *subjective norm* dan *perceived benefit* terhadap penggunaan *e-money* di *Samastra Coffee* Kota Klungkung.

**Kata kunci:** *Subjective Norm; Perceived Benefit; E-Money*

## **Abstract**

This study aims to determine: (1) the effect of subjective norms on the use of e-money at *Samastra Coffee*, Klungkung City; (2) the effect of perceived benefits on the use of e-money at *Samastra Coffee*, Klungkung City; and (3) the simultaneous effect of subjective norm and perceived benefit on the use of e-money at *Samastra Coffee*, Klungkung City. The population in this study are all consumers who transact using e-money at *Samastra Coffee* on Jalan Srikandi II Semarapura Kangin Klungkung, totaling 90 people. The sampling technique used is saturated sampling, meaning that the entire population becomes the research sample. Data collection methods used are interviews and questionnaires. The data analysis technique used in this research is multiple linear regression analysis. The results of the study stated that (1) there was a partial effect of subjective norm on the use of e-money at *Samastra Coffee*, Klungkung City; (2) there is an effect of perceived benefit on the use of e-

money in Samastra Coffee in Klungkung City, and (3) there is a simultaneous influence of subjective norm and perceived benefit on the use of e-money at Samastra Coffee, Klungkung City.

**Keywords:** *Subjective Norm; Perceived Benefit; E-Money*

