

ABSTRACT

The development of information technology, which is growing rapidly in this digitalization era, impacts people's lives. One aspect that significantly benefits from technological developments through the Internet is the financial sector. The rapid growth of electronic money in Indonesia has given birth to many innovations, such as e-wallets. The first e-wallet in Indonesia that facilitates various types of payments according to Sharia rules is LinkAja Syariah. LinkAja Syariah users are not comparable to the number of Muslims in Indonesia.

This study analyzed the effect of perceived ease of use, benefits, and satisfaction on repurchase intention. A total of 170 respondents participated in this study, where the collected data were further analyzed using the Structural Equation Modeling-Partial Least Square (PLS-SEM) method. The writer used SmartPLS 3.2.9 software to analyze and produce the results to conclude this study.

Based on the results of the data analysis, the variables of perceived ease of use, benefits, and satisfaction affect repurchase intention. However, ease of use negatively and significantly affects interest in reuse. This research helps the LinkAja Syariah company continue to improve the quality of its services and features. The company must also increase users' usefulness in their daily activities.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Repurchase Intention, Satisfaction*



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