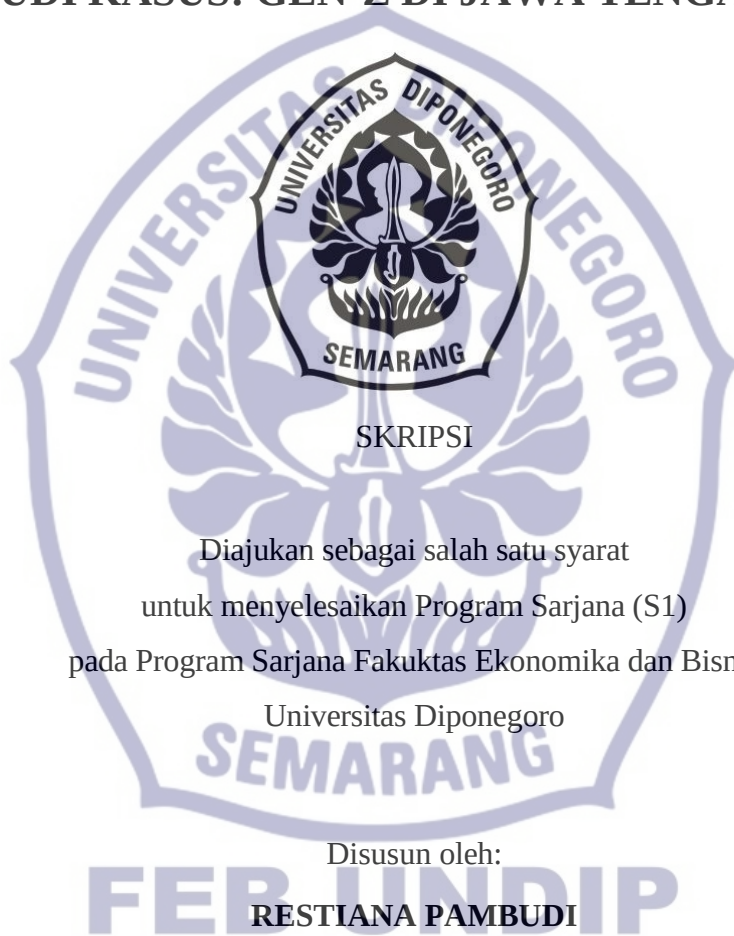


**ANALISIS PENGARUH PERCEIVED EASE OF USE
PENGUNAAN NON TUNAI (E-WALLET),
PERCEIVED USEFULNESS, SERTA PROMOSI
PENJUALAN TERHADAP PERILAKU KONSUMTIF
(STUDI KASUS: GEN-Z DI JAWA TENGAH)**



Disusun oleh:
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**FAKULTAS EKONOMIKA DAN BISNIS
UNIVERSITAS DIPONEGORO
SEMARANG
2024**