

**ANALYSIS OF FACTORS AFFECTING THE SELECTION OF  
ELECTRONIC MONEY BY MILLENNIAL GENERATION  
(STUDY CASE IN YOGYAKARTA)**

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PEMILIHAN  
UANG ELEKTRONIK OLEH GENERASI MILENIAL  
(STUDI KASUS DI YOGYAKARTA)**

**UNDERGRADUATE THESIS**



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**2020**

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Proposed To Fulfill The Requirements To Obtain A Bachelor's Degree In The  
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Economics and Finance, Muhammadiyah University of Yogyakarta



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This undergraduate thesis has been revised and validate before the Examination Committee of the International Program for Islamic Economics and Finance (IPIEF), Department of Economics, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

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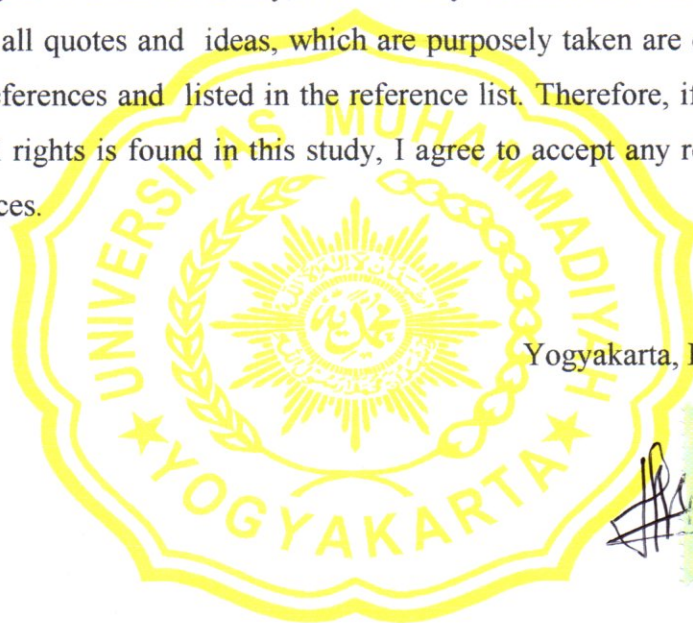
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## DECLARATION

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I hereby declare that this undergraduate thesis entitled “**Analysis of Factors Affecting the Selection of Electronic Money by Millennial Generation (Study Case in Yogyakarta)**” does not consist of any content that ever being proposed for any degree in other university, ideas of any research and others publication. In exception, all quotes and ideas, which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic consequences.

Yogyakarta, February 3<sup>rd</sup> 2020



Meilan Indrajati

## **Motto**

*They say that everyone needs three things that will make them happy in this world, namely; someone to love, something to do, and something to hope for.*

**- Tom Bodett-**



*This Undergraduate Thesis I dedicate to my  
beloved family,  
Mamah, Papah and My Sister*

## ABSTRACT

*This study aims to analyze the influence of trust, benefits, ease to use, security, and risk on selection of e-money by millennial generation. Subjects in the study were students at Yogyakarta University who had been accredited A. Data in this study were obtained from the distribution of questionnaires totaling 200 respondents. Data analysis uses multiple linear analysis. The test results show that the trust, benefit, ease to use, security, and risk of e-money selection by millennial generation simultaneously have a significant effect. Trust has a positive and significant effect on the selection of e-money by millennial generation. Benefit have a positive and significant effect on the selection of e-money by millennial generation. Ease to use has a positive and significant effect on the selection of e-money by millennial generation. Security has a positive and significant effect on the selection of e-money by millennial generation. The risk has a positive and not significant effect on the selection of e-money by millennial generation.*

**Key Words:** *electronic money, payment system, millennial generation*



## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kepercayaan, manfaat, kemudahan, keamanan, dan risiko terhadap pemilihan e-money oleh generasi milenial. Subyek dalam penelitian adalah mahasiswa/mahasiswi di Universitas Yogyakarta yang sudah terakreditasi A. Data dalam penelitian ini diperoleh dari penyebaran kuisisioner sebanyak 200 responden. Analisis data menggunakan analisis linear berganda. Hasil pengujian menunjukkan bahwa kepercayaan, manfaat, kemudahan, keamanan, dan risiko terhadap pemilihan e-money oleh generasi milenial secara simultan berpengaruh signifikan. Kepercayaan berpengaruh positif dan signifikan terhadap pemilihan e-money oleh generasi milenial. Manfaat berpengaruh positif dan signifikan terhadap pemilihan e-money oleh generasi milenial. Kemudahan berpengaruh positif dan signifikan terhadap pemilihan e-money oleh generasi milenial. Keamanan berpengaruh positif dan signifikan terhadap pemilihan e-money oleh generasi milenial. Risiko berpengaruh positif dan tidak signifikan terhadap pemilihan e-money oleh generasi milenial.

**Kata Kunci:** uang elektronik, sistem pembayaran, generasi milenial

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In closing, in this paper there are still many errors and shortcomings, therefore it takes criticism and suggestions that build for better results again.

Yogyakarta, February 3<sup>rd</sup> 2020

Meilan Indrajati

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