

ABSTRACT

The goal of this research is to analyze the impact of Security and Perceived ease of use variables on reuse intention and then to analyze the leverage of e-satisfaction into mediating security and perceived ease of use for reuse intention. The model of this study consists of two independent variables, one mediating variable, and one dependent variable. There are four points of hypothesis that proposed in this study. The data analysis technique that used was Partial Least Squares - Structural Equation Modeling (PLS-SEM) using Smart PLS software (Ver. 3.3.0). This Research data analysis is carried out in three stages: outer model analysis, inner model analysis & hypothesis testing. The research was conducted on respondents who had used Gopay and were domiciled in Jakarta. The number of respondents in this study was 154 out of 177 respondents who answered the distributed questionnaire. Based on the result of this research, it was found that security had affected positive significant on e-satisfaction of Gopay, and on the other side perceived ease of use have positive significant effect for e-satisfaction of Gopay. Then, security affected positive insignificant on reuse intention of Gopay while perceived ease of use have positive significant effect on reuse intention for Gopay. E-satisfaction have positive significant effect on reuse intention. Furthermore, e-satisfaction can't mediate the effect of security on reuse intention, on the contrary e-satisfaction can mediate positive significant effect of perceived ease of use on reuse intention.

Keyword: *security, perceived ease of use, e-satisfaction, reuse intention, Gopay*