

ABSTRACT

This research aims to find the factors influencing the students trust in Yogyakarta in using E-money. The subjects in this research are the students in Yogyakarta. In this research, the samples are 100 respondents selected using the Slovin method (1962). The analysis tool used is Multiple Linear Regression.

Based on the analysis done, the results show that the benefits have significant influence on the students trust in using e-money. Risks does not significant influence on the students trust in Yogyakarta in using e-money while the practicality also has significant influence on the students trust in Yogyakarta in using e-money.

Keywords: Benefits, Risks, Practicality, and Students Trust in Yogyakarta in using e-money