ABSTRACT

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Study Program   : *Accounting*

Title   : *Analysis of the Effect of Age, Gender, Education Level, Income Level and Ownership of a Taxpayer Identification Number (NPWP) on Digital Payment Systems on E-Commerce*

This study aims to empirically examine the effect of age, gender, education level, income level and Ownership of a Taxpayer Identification Number on the Use of Digital Payment Systems in E-Commerce Transactions. This analysis uses independent variables, namely age, gender, education level, income level and Ownership of Taxpayer Identification Number. The dependent variable is the Digital Payment System. The sample of this research is the residents of Rusunawa Pulo Gebang, East Jakarta in all Blocks (A-F). Data was collected by means of a questionnaire distributed directly to the residents Whatsapp group. This research method uses a qualitative method with a descriptive approach. The results of this study indicate that age, gender, education level, income level and ownership of the Taxpayer Identification Number do not have an influence on the digital payment system, but rather have an influence on the non-digital payment system.

Keywords: Payment Method, Age, Gender, Education Level, Income Level, E-Commerce, Taxpayer Identification Number, Digital Payment, Non-Digital Payment