

ABSTRACT

Technological evolution and the passage of time show that people's lifestyles have evolved from traditional to modern. Electronic money is a solution by using chips and cards that are connected to servers known as e-wallets or digital wallets in Indonesia, providing benefits according to the needs of modern times. DANA is one of the most popular e-wallets in Indonesia. Although lately there have been many cases of personal data leakage that have occurred in Indonesia. To prevent misuse of personal data, the general public must be informed about how financial institutions or products are used.

This study aims to determine the security and convenience of transactions through the DANA digital wallet on the buying interest of students in Bandung. The research method used a quantitative approach, with the population and sample measured using a Likert measurement scale, while the data was obtained through distributing Google form questionnaires, as well as testing classic assumptions including, normality, heteroscedasticity, multicollinearity, and hypothesis testing to find out research assumptions.

The results of the study show if the security and ease of transactions have a positive and significant influence on the buying interest of DANA e-wallet users in Bandung students. Based on the results of the respondents' answers, it is better for DANA companies to provide information that is easier to understand so that DANA e-wallet users feel safer in using DANA fintech

Keywords: *Data Security, Ease of Transactions, Purchase Intention, Digital Wallet, FUNDS*