ABSTRACT

This research aims to find out how perceived benefits, ease of use, price and usage decisions are, as well as to find out how perceived benefits, ease of use and price influence usage decisions at Seven Laundry. *The factors tested in this research are perceived usefulness, ease of use, and price as independent variables. Meanwhile, the decision to use is the dependent variable. The research method used in this research is the verification method. The population in this study is* Seven Laundry *consumers with an average monthly number of 1,350 people from 3 branches. The sampling technique used in this research is a probability sampling technique with a simple random sampling method, using the Slovin formula so that the sample in the study was 93* Seven Laundry *consumers. The analytical method used in this research is multiple linear regression analysis at a significance level of 10%. Based on partial and simultaneous research results, it shows that perceived benefits, ease of use, and price have a significant influence on the decision to use* Seven Laundry. *Apart from that, the magnitude of the influence of perceived usefulness, ease of use, and price in contributing to the decision to use is 62.0%.*

Keywords: *Perceived Benefits, Ease of Use, Price, and Decision to Use.*