

Understanding the factors that influence student of Islamic Azad University of Rasht Electronic Payment

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ABSTRACT Electronic payment systems are the result of modern technology and the development of communication And human knowledge to guide the access easier than ever. The study aimed to compare the factors affecting students' perception of Islamic Azad University of Rasht electronic payment is made. As a result, all assumptions so that the included variables (in priority order) benefits, safety, efficacy, ease of use and trust. And the results suggest that factors Brdrk Azad University of Tehran Electronic Payment is desirable. The study aimed to compare the factors affecting students' understanding of Islamic Azad University of Rasht electronic payment is made. For this purpose, the model Yen Teoh and et al collected data a sample, the data processing. Given that the population of the study consisted of students of Islamic Azad University of Rasht. Therefore, in this study, all master and doctorate degree student to Sampling available sample containing 416 Used. Collecting field data collection tool was a questionnaire Analysis method the data in all the research hypotheses using multivariate regression Finally, a summary and analysis of the data completed. All the analyzes were performed by SPSS 20 software. **Keywords:** Electronic payment, perception, Benefits, Trust, Self-efficacy, Ease of use, Security,

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