

PENGARUH *PERCEIVED EASE OF USE* DAN *PERCEIVED USEFULNESS* TERHADAP *BEHAVIOR INTENTION* PADA *DIGITAL PAYMENT DANA*

(Studi Pada Gen Z Kabupaten Jombang)

ABSTRAK

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Tujuan Penelitian ini adalah untuk menjelaskan pengaruh *perceived ease of use* dan *percieved usefulness* terhadap *behavior intention* pada digital payment dana Studi Pada Gen Z Kabupaten Jombang. Pengumpulan data dilakukan dengan penyebaran kuisioner. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kuantitatif deskriptif yang bertujuan untuk mendeskripsikan atau memberi gambaran terhadap objek yang diteliti melalui data atau sampel yang telah terkumpul. Dengan Teknik pengambilan sampel menggunakan teknik *Non Probability Sampling* dengan jumlah 96 Responden. Metode analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis melalui uji t dan koefisien determinasi (R^2) dengan bantuan SPSS versi 29. Berdasarkan hasil penelitian menunjukkan bahwa *Perceived ease of use* berkontribusi terhadap *behavior intention* pada digital payment DANA. Dapat diartikan semakin tinggi kemudahan menggunakan digital payment DANA maka akan niat menggunakannya semakin tinggi dan *Perceived usefulness* berkontribusi terhadap *behavior intention* pada digital payment DANA. Dapat diartikan semakin tinggi manfaat yang diberikan digital payment DANA pada saat menggunakannya maka akan niat menggunakannya juga semakin tinggi.

Kata kunci : *Perceived Ease Of Use, Percieved Usefulness Dan Behavior Intention.*

**THE INFLUENCE OF PERCEIVED EASE OF USE AND PERCEIVED
USEFULNESS ON BEHAVIOR INTENTION IN DIGITAL PAYMENT
FUNDS (Study of Gen Z, Jombang Regency)**

ABSTRACT

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The aim of this research is to explain the influence of perceived ease of use and perceived usefulness on behavioral intention in digital payments for the Gen Z Study Fund in Jombang Regency. Data collection was carried out by distributing questionnaires. This research uses a quantitative method with a descriptive quantitative approach which aims to describe or provide an overview of the object being studied through the data or samples that have been collected. With the sampling technique using the Non Probability Sampling technique with a total of 96 respondents. The data analysis method uses validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, hypothesis testing via the t test and coefficient of determination (R^2) with the help of SPSS version 29. Based on the research results, it shows that Perceived ease of use contributes to behavioral intention in DANA digital payments. It can be interpreted that the higher the ease of using DANA digital payments, the higher the intention to use them and the perceived usefulness contributes to behavioral intention for DANA digital payments. This means that the higher the benefits provided by DANA digital payment when using it, the higher the intention to use it.

Keywords: *Perceived Ease Of Use, Percieved Usefulness and Behavior Intention.*