

ABSTRAK

PENGARUH PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY DAN FACILITATING CONDITIONS TERHADAP BEHAVIOR INTENTION PADA E-WALLET DANA

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara simultan *performance expectancy*, *effort expectancy*, dan *facilitating conditions* terhadap *behavior intention* pada penggunaan *e-wallet* DANA, 2) Pengaruh secara parsial *performance expectancy* terhadap *behavior intention* pada penggunaan *e-wallet* DANA, 3) Pengaruh secara parsial *effort expectancy* terhadap *behavior intention* pada penggunaan *e-wallet* DANA, 4) Pengaruh secara parsial *facilitating conditions* terhadap *behavior intention* pada penggunaan *e-wallet* DANA. Populasi dalam penelitian ini adalah mahasiswa-mahasiswi aktif S1 Universitas Sanata Dharma Yogyakarta yang telah menggunakan *e-wallet* DANA minimal sekali dalam enam bulan terakhir. Sampel penelitian ini sebanyak 100 orang yang merupakan generasi Z. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan *software* SPSS versi 24. Hasil dari penelitian ini menunjukkan bahwa: 1) *performance expectancy*, *effort expectancy*, dan *facilitating conditions* secara simultan berpengaruh terhadap *behavior intention* pada penggunaan *e-wallet* DANA, 2) *performance expectancy* secara parsial berpengaruh terhadap *behavior intention* pada penggunaan *e-wallet* DANA, 3) *effort expectancy* secara parsial berpengaruh terhadap *behavior intention* pada penggunaan *e-wallet* DANA, 4) *facilitating conditions* secara parsial tidak berpengaruh terhadap *behavior intention* pada penggunaan *e-wallet* DANA.

Kata kunci: *Performance expectancy*, *effort expectancy*, *facilitating conditions*, dan *behavior intention*.

ABSTRACT

THE INFLUENCE OF PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY AND FACILITATING CONDITIONS ON BEHAVIOR INTENTION IN DANA E-WALLET

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This research aims to determine: 1) The simultaneous influence of performance expectancy, effort expectancy, and facilitating conditions on behavior intention in the use of DANA e-wallet, 2) The partial influence of performance expectancy on behavior intention in the use of DANA e-wallet, 3) The partial influence of effort expectancy on behavior intention in the use of DANA e-wallet, 4) The partial influence of facilitating conditions on behavior intention in the use of DANA e-wallet. The population in this study were active undergraduate students at Sanata Dharma University Yogyakarta who had used the DANA e-wallet at least once in the last six months. The sample of this research were 100 people who were generation Z. The data analysis technique used in this research is multiple linear regression analysis with SPSS version 24 software. The results of this research showed that: 1) performance expectancy, effort expectancy, and facilitating conditions simultaneously influence on behavior intention, 2) performance expectancy partially influence on behavior intention, 3) effort expectancy partially influence on behavior intention, 4) facilitating conditions partially does not influence on behavior intention.

Keywords: Performance expectancy, effort expectancy, facilitating conditions, and behavior intention.