

# **QRIS BEHAVIORAL INTENTION: PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, AND TRUST**

**By Savina Meisya Rachma**

## ***Abstract***

*This study aims to test the technology acceptance model (TAM), namely perceived ease of use, perceived usefulness, and trust on behavioral intention to use QRIS. The population in this study are people domiciled in DKI Jakarta aged 18 to 65 years who have used the QRIS payment system in the last 6 months. The sample in this study were 100 people with purposive sampling method. This study uses the Partial Least Square Structural Equation Modeling (PLS-SEM) method to analyze the data. The results of this study indicate that perceived ease of use and perceived usefulness affect behavioral intention to use. On the other hand, trust has no effect on behavioral intention to use.*

**Keywords:** *Behavioral Intention to Use; Perceived Ease of Use; Perceived Usefulness; QRIS; Trust.*

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**Oleh Savina Meisya Rachma**

## **Abstrak**

Penelitian ini bertujuan untuk menguji *technology acceptance model* (TAM) yaitu *perceived ease of use*, *perceived usefulness*, serta *trust* terhadap *behavioral intention to use* QRIS. Populasi pada penelitian ini adalah masyarakat domisili DKI Jakarta usia 18 sampai 65 tahun yang pernah menggunakan sistem pembayaran QRIS dalam kurun waktu 6 bulan terakhir. Sampel dalam penelitian ini adalah 100 orang dengan metode *purposive sampling*. Penelitian ini menggunakan metode *Partial Least Square Structural Equation Modelling* (PLS-SEM) untuk menganalisis data. Hasil penelitian ini menunjukkan bahwa *perceived ease of use* dan *perceived usefulness* berpengaruh terhadap *behavioral intention to use*. Di sisi lain, *trust* tidak berpengaruh terhadap *behavioral intention to use*.

**Kata Kunci:** *Behavioral Intention to Use; Perceived Ease of Use; Perceived Usefulness; QRIS; Trust.*