

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi pengaruh persepsi kemudahan dan persepsi manfaat terhadap minat menggunakan QRIS (*Quick Response code Indonesian Standard*) sebagai alat pembayaran digital pada Mahasiswa S1 FISIPOL Universitas Malikussaleh. Jumlah responden dalam penelitian ini sebanyak 100 orang, yang dipilih menggunakan teknik *purposive sampling*. Metode analisis yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial, variabel persepsi kemudahan berpengaruh positif dan signifikan terhadap minat menggunakan QRIS (*Quick Response code Indonesian Standard*) hipotesis satu (H1) diterima. Demikian pula, persepsi manfaat juga menunjukkan pengaruh positif dan signifikan terhadap minat menggunakan QRIS (*Quick Response code Indonesian Standard*) hipotesis dua (H2) diterima. Secara simultan, kedua variabel tersebut berpengaruh signifikan terhadap minat mahasiswa dalam menggunakan QRIS (*Quick Response code Indonesian Standard*) hipotesis tiga (H3) diterima. Temuan ini didukung oleh kerangka *Technology Acceptance Model* (TAM) yang menyatakan bahwa *perceived ease of use* dan *perceived usefulness* merupakan determinan utama dalam penerimaan suatu teknologi. Dengan kata lain, semakin tinggi persepsi kemudahan dan manfaat terhadap penggunaan QRIS, maka semakin tinggi pula minat Mahasiswa untuk menggunakannya.

Kata kunci: Persepsi Kemudahan, Manfaat, Minat Menggunakan, *Technology Acceptance Model* (TAM).

ABSTRACT

This study aims to determine the effect of perceived ease and perceived usefulness on the interest in using QRIS (Quick Response code Indonesian Standard) as a digital payment tool for undergraduate students of the Faculty of Social and Political Sciences, Malikussaleh University. The number of respondents in this study was 100 people selected using purposive sampling techniques. The analysis method used was multiple linear regression analysis. The results of the study showed that partially the perceived ease variable had a positive and significant effect on the interest in using QRIS (Quick Response code Indonesian Standard) hypothesis one (H1) was accepted. Likewise, the perceived usefulness also showed a positive and significant effect on the interest in using QRIS (Quick Response code Indonesian Standard) hypothesis two (H2) was accepted. Simultaneously, both variables had a significant effect on students' interest in using QRIS (Quick Response code Indonesian Standard) hypothesis three (H3) was accepted. This finding is supported by the Technology Acceptance Model (TAM) framework which states that perceived ease and perceived usefulness are the main determinants in the acceptance of a technology. In other words, the higher the perceived ease and benefits of using QRIS, the higher the students' interest in using it.

Keywords: Perception of Convenience, Benefits, Interest in Use, Technology Acceptance Model (TAM).