

## ABSTRAK

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Judul : Pengaruh *performance expectancy, effort expectancy, social influence, facilitating conditions, dan hedonic motivation* terhadap *Behavioral Intention* Pada Nasabah Bank BSI di Kota Lhokseumawe

Penelitian ini bertujuan untuk mengetahui pengaruh *performance expectancy, effort expectancy, social influence, facilitating conditions, dan hedonic motivation* terhadap *Behavioral Intention* Pada Nasabah Bank BSI di Kota Lhokseumawe. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Populasi dalam penelitian ini adalah 100 orang nasabah bank BSI. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *Performance Expectancy* dengan *behavioral intention* pada nasabah Bank BSI. Temuan menunjukkan bahwa *Effort Expectancy* berpengaruh positif dan signifikan terhadap *behavioral intention* nasabah Bank BSI. Pengaruh sosial juga terbukti berpengaruh positif dan signifikan terhadap *behavioral intention*. Kondisi pendukung atau fasilitas berpengaruh positif dan signifikan terhadap *behavioral intention* nasabah Bank BSI. Motivasi hedonis juga terbukti berpengaruh positif dan signifikan terhadap *behavioral intention*. Secara simultan, hasil penelitian menunjukkan bahwa variabel-variabel yang melibatkan harapan kinerja (*Performance Expectancy*), kemudahan penggunaan (*Effort Expectancy*), pengaruh sosial (*Social Influence*), kondisi pendukung (*Facilitating Conditions*), dan motivasi hedonis (*Hedonic Motivation*) secara bersama-sama berpengaruh positif dan signifikan terhadap *behavioral intention* nasabah Bank BSI terkait penggunaan layanan perbankan.

**Keyword:** *Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, behavioral intention*

## **ABSTRACT**

Name : Zikra Rahmatika  
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Title : *The influence of performance expectancy, effort expectancy, social influence, facilitating conditions, and hedonic motivation on the Behavioral Intention of BSI Bank customers in the city of Lhokseumawe*

*This research aims to determine the influence of performance expectancy, effort expectancy, social influence, facilitating conditions, and hedonic motivation on the Behavioral Intention of BSI Bank customers in the city of Lhokseumawe. Data for this study were collected through a survey method using a questionnaire as the data collection instrument. The population in this study consists of 100 BSI bank customers. This research employs a quantitative approach with multiple linear regression analysis using the SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that there is a positive and significant influence between Performance Expectancy and behavioral intention among BSI Bank customers. Findings demonstrate that Effort Expectancy has a positive and significant effect on the behavioral intention of BSI Bank customers. Social influence also proves to have a positive and significant impact on behavioral intention. Supporting conditions or facilities also have a positive and significant influence on the behavioral intention of BSI Bank customers. Hedonic motivation also proves to have a positive and significant effect on behavioral intention. Simultaneously, the research results show that variables involving performance expectancy, effort expectancy, social influence, facilitating conditions, and hedonic motivation together have a positive and significant impact on the behavioral intention of BSI Bank customers regarding the use of banking services.*

**Keyword:** *Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, behavioral intention*