

**ANALYSIS OF FACTORS AFFECTING STUDENTS ON INTEREST IN
THE USE OF ELECTRONIC MONEY IN THE TECHNOLOGY
ACCEPTANCE MODEL PERSPECTIVE**

**(Survey on Students of the Faculty of Teacher Training and Education,
Pasundan University, Bandung)**

By:

RANGGA BARY UTAMA

185020084

AN ABSTRACT

This study aims to determine: (i) how much influence the level of convenience of electronic money has on the interest in using electronic money in students of the Faculty of Teacher Training and Education, Pasundan University, (ii) how much influence the level of expediency has on the interest in using electronic money in students of the Faculty of Teacher Training and Science. Pasundan University Education, (iii) How big is the influence of the Ease of Electronic Money and the Level of Benefit on the Interest in Using Electronic Money on the students of the Faculty of Teacher Training and Education, Pasundan University and data collection techniques in the form of questionnaires with 336 respondents from FKIP students, Pasundan University, Bandung. The results show: (i) the level of convenience affects the interest in use with a magnitude of effect that is 47.2%, (ii) the level of usefulness affects the interest in use with a magnitude of effect that is 23.7%, (ii) the level of convenience and the level of usefulness affect the interest in use with a large percentage of the termination coefficient of R square, which is 70.9%. The hypothesis (ha3) in this study is proven that "There is an influence of the Ease of Electronic Money and the Level of Benefit on the Interest in Using Electronic Money in the students of the Faculty of Teacher Training and Education, Pasundan University. Suggestions that can be given in this study are for the government to support policies in industrial development such as facilities and for producers to make it easier to get electronic money and for further researchers to be able to examine other factors that can have a significant effect on interest in using electronic money.

Keywords: Electronic Money, Level of Ease, Level of Benefit, Interest in Using Electronic Money