

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh literasi keuangan dan fitur layanan terhadap minat penggunaan *Financial Technology* E-wallet Dana. Objek penelitian adalah Mahasiswa Akutansi Fakultas Ekonomi Bisnis Universitas Pasundan Tahun 2021-2023. Teknik pengambilan sampel menggunakan probability sampling dengan metode simple random sampling, dengan jumlah responden 78 orang. Pendekatan yang digunakan Adalah metode kuantitatif dengan desain deskriptif dan verifikatif melalui survei menggunakan kuesioner. Teknik analisis data meliputi uji hipotesis, analisis korelasi, analisis regresi linier simultan, dan analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) literasi keuangan berpengaruh signifikan terhadap minat penggunaan *Financial Technology* E-wallet Dana 25%. (2) Fitur layanan berpengaruh signifikan pada minat penggunaan *Financial Technology* E-wallet Dana 51.1%, (3) kedua variabel tersebut secara simultan berpengaruh signifikan terhadap minat penggunaan *Financial Technology* E-wallet Dana 53.1%.

Kata Kunci: Literasi Keuangan, Fitur Layanan, Minat Penggunaan *Financial Technology* E-wallet Dana.

## **ABSTRACT**

*This study aims to analyze the influence of financial literacy and service features on the interest in using the Financial Technology E-wallet Dana. The research objects are Accounting students of the Faculty of Economics and Business, Universitas Pasundan, during the years 2021–2023. The sampling technique used was probability sampling with the simple random sampling method, involving 78 respondents. The approach used is a quantitative method with a descriptive and verificative design through surveys using questionnaires. Data analysis techniques include hypothesis testing, correlation analysis, simultaneous linear regression analysis, and determination coefficient analysis. The results of the study show that: (1) financial literacy has a significant influence on the interest in using the Financial Technology E-wallet Dana by 25%, (2) service features have a significant influence on the interest in using the Financial Technology E-wallet Dana by 51.1%, and (3) both variables simultaneously have a significant effect on the interest in using the Financial Technology E-wallet Dana by 53.1%.*

*Keywords: Financial Literacy, Service Features, Interest in Using Financial Technology E-wallet Dana.*