

## ABSTRACT

*The development of science and technology has succeeded in changing the lifestyle and payment system of economic transactions in society. The increase in community mobility has resulted in the emergence of the desire to conduct daily transaction activities to become easier, effective and efficient but still safe. Today, technological advances in the payment system are gradually able to shift currency as a means of payment into non-cash payments that are easier, more effective, efficient and remain safe. One of the results of the development of FinTech that can be felt today by the public is that there is a very rapid change in the form of money, both paper money and coins that are starting to be replaced by electronic money or commonly called e-money.*

*Based on the background of the problem, researchers are interested in conducting research related to e-money with the title "**Application Of Technology Acceptance Model (TAM) On Analysis Of Behavioral Intention To Use Of E-Money In Telkom University Student**". The purpose of this study was to analyze the factors that influence interest in using e-money among Telkom University students. Individual behavior in the adoption of the use of e-money can be measured using theories that can describe the level of acceptance and use of a technology. In this study the acceptance theory used is modification and development of the Technology Acceptance Model (TAM) theory which focuses on three factors: perceived usefulness, perceived ease of use, perceived risk.*

*The method in this study is quantitative with data analysis techniques using descriptive analysis techniques and using Multiple Linier Regression. This study used 380 respondents with the results of perceived usefulness, perceived ease of use, and perceived risk positive and significant effect on behavioral intention to use e-money.*

*Keywords: Technology Acceptance Model (TAM), perceived usefulness, perceived ease of use, perceived risk, behavioral intention to use e-money*