

ABSTRACT

Along with the development of information technology, data from Hootsuite states that digital growth in Indonesia is also going well. The increasing number of mobile internet users proves the previous statement. It is directly proportional to the increase in the use of mobile banking, which now exceeds offline transactions. Of course, many factors have led to the adoption of mobile banking technology, one of which is the cultural dimension which is the values shared by an individual and society collectively. As a city with very varied demographic conditions, Medan can represent Indonesia's cultural diversity because there is no single ethnic group whose number exceeds 50% of the city's total population. Medan has a pretty good economic condition. Based on data from Badan Pusat Statistik, the value of GRP (Gross Regional Product) in the city of Medan is the largest outside Java as of 2021.

The purpose of this study is to determine the factors that influence people in the city of Medan in adopting mobile banking services using the UTAUT (Unified Theory of Acceptance and Use of Technology) approach using Hofstede's cultural dimension variables as a moderator with a total of twelve variables.

This research uses quantitative methods. A survey was conducted to obtain the data, and the samples collected were 233 respondents. The sampling technique used in this study is non-probability. The analytical's technique used in this research is PLS-SEM with WarpPLS 7.0 software.

Based on the research, the factors that influence Behavioral Intention are all UTAUT variables, with Social Influence as the most influential variable in technology adoption compared to other UTAUT variables. All moderating variables also have a significant influence on Use Behavior, with the results of Individualism being the most influential Hofstede cultural variable in the adoption of mobile banking in the city of Medan.

Keywords: Mobile Banking, Hofstede Cultural Dimension, Modified UTAUT Model, PLS-SEM, WarpPLS 7.0