

ABSTRACT

In the current era of digital economic growth, digital payment systems have added types and variations of payment interactions, one of which is QRIS. Increasing the use of QRIS in various sectors of life has an influence on someone in making decisions on using QRIS as a means of payment transactions. This study aims to determine the influence of Perceived Usefulness and perceived convenience on the decision to use the digital quick response code Indonesian standard (QRIS).

The method used is a quantitative method with descriptive analysis techniques. The number of samples in this study were 103 respondents. This study uses multiple linear regression analysis, classical assumption test, hypothesis testing, and the coefficient of determination. In processing data researchers use SPSS20.

Based on the results of multiple linear regression analysis, it shows that the variable Perceived Usefulness (X1) with tcount 1.838 and Perceived Ease Of Use (X2) with tcount 3.404 partially or simultaneously has a positive influence on the Decision to Use (Y) indicating that increasing the Perceived Usefulness variable (X1) and Perceived Ease Of Use variable (X2), the Decision To Use variable (Y) for QRIS digital payments will increase. The magnitude of the influence of Perceived Usefulness and Perceived Ease Of Use is 36.9% and the rest is influenced by other factors.

Keywords: *Perceived Usefulness, Perceived Ease Of Use, Decision To Use, QRIS, Digital Payment*