

## **ABSTRACT**

*This research aims to examine the correlation between sustainability goals and four criteria in the Dana Fintech case study: trust, perceived ease of use, perceived usefulness, and profitability in connection to sustainable aspirations. The research carried out using a Google Form questionnaire. The questionnaire utilized a five-point Likert scale. A sample of one hundred individuals was selected at random from the population of Dana application users to participate in this survey. Statistical methods used in hypothesis testing include multiple linear regression analysis, F test, t test, coefficient of determination (R<sup>2</sup>), as well as validity, reliability, and assumption tests. It is noteworthy that whereas Trust, Perceived Ease of Use, and Relative Advantage exerted a substantial influence on Continuance Intention, Perceived Effectiveness did not demonstrate a significant impact on this intention.*

**Keywords:** *Trust, Perceived Ease Of Use, Perceived Usefulness, Relative Advantage, Continuance Intention, Mobile Wallet*