

Abstract

Competition in industry that uses technology is tight. Money as a payment instrument has shaped digital money, because of technology development. Telkomsel Cash is a digital financial service of money electronics (e-money). This study aims to analyze interest in the use of Tcash with the Theory of Acceptance and Use Technology 2 (UTAUT2) Model.

The research is quantitative research using probability sampling. With the sample collection technique of accidental sampling, selected by 100 respondents, and spread by using a questionnaire.

The result of this research showed that performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, price value, habit, trust, behavioral intention, and used behavior is in line with Tcash user desire in Bandung, but social influence is considered respondents have not been in accordance with users' desire, so that an author in this study suggested that Telkomsel as the Tcash should promote Tcash program to increase brand awareness for customers.

Keyword : user interest, UTAUT2, customer behavior