

ABSTRACT

This research was conducted to find out the results of the Analysis of the Use of the QR Code Scanner Payment Method Using the Unified Theory Of Acceptance And Use Of Technology (UTAUT) Model, in this study there is a phenomenon that the use of the QR Code payment method is still widely known by the public This study uses a non-probability sampling technique, namely purposive sampling.

The technique that will be used in this research is purposive sampling, namely taking samples by determining specific characteristics that are in accordance with the research objectives so that they are expected to answer research problems. These special characteristics are the people of Bandung City who use a QR Code scanner for transaction activities and carry out any transactions using a QR code scanner at least 2 times. Based on these calculations, the sample obtained was 96.04 people, but the researchers rounded up and to make the calculations easier, the researchers would take a sample of 100 people

In this study, researchers did not know the population of the number of users of the QR code payment method with certainty, then the determination of the number of samples used the Bernoulli formula. QR Code scanner for transacting activities and conducting any transaction using a QR code scanner at least 2 times on the independent variables of performance expectancy, effort expectancy, social influence, facilitating conditions and perceived cost, all of which are in the fairly good category as well as the dependent variable behavioral intention and use behavior , based on the respondent's perception is in the fairly good category.

Based on the results of research on "Analysis of the Use of the QR Code Scanner Payment Method Using the UTAUT Model", it is concluded that Performance expectancy affects behavioral intention in using the QR Code payment method, Effort expectancy affects behavioral intention in using the QR Code payment method, Social influence has an effect on behavioral intention in using the QR Code payment method, Facilitating conditions have no effect on behavioral intention in using the QR Code payment method, Percieved cost does not affect behavioral intention in using the QR Code payment method, Behavioral intention affects use behavior in the use of the QR Code payment method .

Keywords: *UTAUT, Behavioral intention, Use behavior*