ABSTRACT

Digital bank is the latest financial service that offers online banking services without direct contact with customers. However, the level of digital bank usage is still relatively low, indicating that many people have not used digital banks to carry out financial activities. For this reason, the study aims to analyze the factors that influence the intention to adopt digital banking in generation Z in Indonesia.

The research was conducted quantitatively using primary data through the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) approach. The research questionnaire was structured based on a series of indicators of each variable and measured with a five-point Likert Scale. The research obtained 232 responses obtained through the distribution of online questionnaires. Testing the validity and reliability of the instrument was carried out before the data was processed with the data analysis technique, Structural Equation Model Partial Least Square (SEM-PLS).

The results showed that Perceived Value, Habit, Facilitating Condition, Hedonic Motivation, and Social Influence have a significant positive influence on the intention to use digital banks. In contrast, the Performance Expectancy and Effort Expectancy variables do not show a significant positive effect on the intention to use digital banks. Therefore, digital bank service providers can increase the value of benefits that are higher than the costs incurred by users, along with improving service quality to increase digital bank user commitment and satisfaction.

Keywords   : digital bank, behavioral intention, technology adoption