ABSTRACT

This study examines digital banking adoption among Generation Z students at Institut Teknologi Bandung (ITB) and Universitas Katolik Parahyangan (UNPAR), focusing on financial incentives, peer influence, and the campus ecosystem. A sequential explanatory mixed-methods design was employed. The quantitative phase involved 178 respondents analyzed using multiple linear regression, followed by phenomenological interviews with five purposively selected informants. The results show that financial incentives ($B = 0.707$; $t = 8.536$; $p < 0.001$) and peer influence ($B = 0.691$; $t = 7.622$; $p < 0.001$) have positive and significant effects on digital banking adoption, with $R^2 = 0.587$. Qualitative findings indicate that financial incentives and social recommendations encourage initial use, while continued use is more strongly shaped by convenience, security, cost efficiency, and feature relevance. Students tend to adopt a multi-banking pattern, while campus partner banks do not necessarily become their primary transaction applications.

Keywords: digital banking adoption; financial incentives; Generation Z; peer influence.

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