

ABSTRAK

Perkembangan teknologi pembayaran digital mendorong peralihan transaksi tunai menuju non-tunai melalui pemanfaatan *Quick Response Code Indonesian Standard* (QRIS). Namun, penerimaan teknologi ini masih dipengaruhi oleh evaluasi kognitif konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kemudahan penggunaan (*perceived ease of use*) dan persepsi manfaat (*perceived usefulness*) terhadap *Attitude Toward Using* QRIS pada Generasi Milenial di Kuliner Malam Pasar Manis Purwokerto berdasarkan kerangka *Technology Acceptance Model* (TAM). Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei dengan teknik *purposive sampling* terhadap 100 responden. Pengumpulan data dilakukan menggunakan kuesioner, sedangkan analisis data menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa persepsi kemudahan dan persepsi manfaat berpengaruh positif dan signifikan terhadap *Attitude Toward Using* QRIS, baik secara parsial maupun simultan. Temuan ini membuktikan bahwa kemudahan pengoperasian dan manfaat fungsional QRIS secara nyata membentuk sikap positif Generasi Milenial dalam bertransaksi.

Kata Kunci: TAM, Persepsi Kemudahan, Persepsi Manfaat, *Attitude Toward Using*, QRIS.

ABSTRACT

Advancements in digital payment technology are driving a shift from cash to cashless transactions through the adoption of the Quick Response Indonesian Standard (QRIS). However, the acceptance of this technology remains influenced by consumers' cognitive evaluations. This study aims to analyze the impact of perceived ease of use and perceived usefulness on the attitude toward using QRIS among Millennials at the Pasar Manis Purwokerto night culinary market, based on the Technology Acceptance Model (TAM) framework. A quantitative approach was employed using a survey method and purposive sampling to gather data from 100 respondents. Data collection was conducted via questionnaires, while analysis utilized multiple linear regression with the aid of SPSS. The results indicate that perceived ease of use and perceived usefulness have a positive and significant effect on the attitude toward using QRIS, both individually and simultaneously. These findings demonstrate that the ease of operation and functional benefits of QRIS tangibly shape a positive attitude among Millennials regarding transactions..

Keywords: TAM, Perceived Ease of Use, Perceived Usefulness, Attitude Toward Using, QRIS.

