

ABSTRACT

In a market dominated by conventional e-wallets such as OVO, GoPay, and Dana, LinkAja Syariah emerges as an alternative that emphasizes the application of sharia principles. Although the number of LinkAja Syariah users has shown growth in recent years, in reality, not all LinkAja users utilize the available sharia-based features. This study aims to analyze the factors influencing the intention to use the LinkAja Syariah application among Generation Z in Semarang City.

This research employs a quantitative approach by collecting data through questionnaires. Respondents were selected using purposive sampling based on specific criteria, and the sample size was determined using the Slovin formula, resulting in 100 Generation Z respondents from Semarang City. The collected data were then analyzed using IBM SPSS version 27, applying multiple linear regression and a series of classical assumption tests.

The results show that simultaneously, the variables Perceived Usefulness and Perceived Ease of Use influence the intention to use the LinkAja Syariah application. However, partially, only Perceived Usefulness has a significant influence, while Perceived Ease of Use does not show a significant effect.

Keywords: *Perceived Usefulness, Perceived Ease of Use, Usage Intention, LinkAja Syariah, Generation Z*

