

Abstrak

Dengan kemajuan dunia teknologi dan informasi khususnya di bidang sistem pembayaran. Dalam konteks transaksi jual-beli, perkembangan teknologi telah mengubah penggunaan uang tunai sebagai alat pembayaran umum. Uang non tunai dinilai lebih efektif dan efisien serta semakin populer berkat kemajuan teknologi. Berbagai transaksi dan pembayaran dapat dilakukan secara digital melalui aplikasi yang terpasang di smartphone masing-masing individu, tanpa menggunakan kartu fisik. Penelitian ini membahas pengaruh cashless society terhadap perilaku konsumtif yang dimediasi emoney dana. Dengan total responden 92 orang

Kata Kunci : Teknologi, Cashless Society,E-Money

Abstract

With the advancement of the world of technology and information, especially in the field of payment systems. In the context of buying and selling transactions, technological developments have changed the use of money as a common payment tool. Online money is considered more effective and efficient and is increasingly popular thanks to technological advances. Various transactions and payments can be carried out digitally through applications installed on each individual's smartphone, without using a physical card. This study discusses the influence of a cashless society on consumer behavior mediated by emoney funds. With a total of 92 respondents

Keywords : Technology, Cashless Society, E-Money