ABSTRAK

Gloria Wiryajaya NIM: 7222550007. Pengaruh *Perceived Ease of Use* dan *Perceived Security* terhadap *Behavioral Intention* Pengguna Telegram pada Mahasiswa Jurusan Manajemen Universitas Negeri Medan Angkatan 2022.

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Ease of Use* dan *Perceived Security* terhadap *Behavioral Intention* pengguna Telegram pada mahasiswa Jurusan Manajemen Universitas Negeri Medan angkatan 2022. Metode penelitian yang digunakan adalah penelitian kuantitatif deskriptif dengan teknik analisis regresi linear berganda. Populasi dalam penelitian ini adalah mahasiswa Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Negeri Medan angkatan 2022, dengan sampel sebanyak 100 responden yang ditentukan menggunakan teknik *purposive sampling*. Data penelitian diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan SPSS. Hasil penelitian menunjukkan bahwa *Perceived Ease of Use* tidak berpengaruh signifikan terhadap *Behavioral Intention* pengguna Telegram. Sementara itu, *Perceived Security* berpengaruh positif dan signifikan terhadap *Behavioral Intention* pengguna Telegram. Secara simultan, *Perceived Ease of Use* dan *Perceived Security* berpengaruh signifikan terhadap *Behavioral Intention* pengguna Telegram pada mahasiswa Jurusan Manajemen Universitas Negeri Medan angkatan 2022.

Kata Kunci: *Perceived Ease of Use, Perceived Security, Behavioral Intention,* Telegram

ABSTRACT

Gloria Wiryajaya NIM: 7222550007. The Influence of *Perceived Ease of Use* and *Perceived Security* on Telegram Users' *Behavioral Intention* among Management Department Students of State University of Medan Class of 2022.

This study aims to determine the influence of *Perceived Ease of Use* and *Perceived Security* on the *Behavioral Intention* of Telegram users among Management Department students of State University of Medan class of 2022. The research method used was descriptive quantitative research with multiple linear regression analysis techniques. The population in this study consisted of students from the Management Department, Faculty of Economics and Business, State University of Medan class of 2022, with a sample of 100 respondents selected using a *purposive sampling* technique. The research data were collected through questionnaires and analyzed using SPSS. The results of the study indicate that *Perceived Ease of Use* does not have a significant effect on Telegram users' *Behavioral Intention*. Meanwhile, *Perceived Security* has a positive and significant effect on Telegram users' *Behavioral Intention*. Simultaneously, *Perceived Ease of Use* and *Perceived Security* have a significant effect on Telegram users' *Behavioral Intention* among Management Department students of State University of Medan class of 2022.

Keywords: *Perceived Ease of Use, Perceived Security, Behavioral Intention,* Telegram