RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh ekspektasi kinerja, ekspektasi usaha, faktor sosial, kondisi yang memfasilitasi, motivasi hedonis, nilai harga kebiasaan dan skala usaha terhadap minat penggunaan sistem Point Of Sale. Populasi penelitian semua pelaku UKM yang tercatat di Dinas Tenaga Kerja, Koperasi, dan Usaha Kecil Menengah Kabupaten Banyumas, dengan jumlah Usaha Kecil dan Menengah. Sampel diambil sebanyak 90 UKM dengan teknik purposive sampling. Pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan regresi berganda dengan. Hasil penelitian menunjukkan bahwa: (1) Ekspektasi kinerja berpengaruh signifikan positif terhadap minat penggunaan sistem *Point Of Sale*; (2) Ekspektasi usaha berpengaruh signifikan positif terhadap minat penggunaan sistem *Point Of Sale*; (3) Faktor sosial berpengaruh signifikan positif terhadap minat penggunaan sistem Point Of Sale (4) Kondisi yang memfasilitasi berpengaruh signifikan positif terhadap minat penggunaan sistem *Point Of Sale*. (5) Motivasi hedonis tidak berpengaruh positif terhadap minat penggunaan sistem *Point Of Sale* (6) Nilai harga berpengaruh positif terhadap minat penggunaan sistem *Point Of Sale* (7) Kebiasaan tidak berpengaruh positif terhadap minat penggunaan sistem *Point Of Sale* (8) Skala usaha berpengaruh positif terhadap minat penggunaan sistem *Point Of Sale*

Kata Kunci: ekspektasi kinerja, ekspektasi usaha, faktor sosial, kondisi yang memfasilitasi, motivasi hedonis, nilai harga kebiasaan, skala usaha dan minat penggunaan sistem *Point Of Sale*

SUMMARY

This study aims to analyze the effect of performance expectations, business expectations, social factors, facilitating conditions, hedonic motivation, habitual price values and business scale on interest in using the Point Of Sale system. The research population is all SMEs registered in the Manpower, Cooperative, and Small and Medium Enterprises Office of Banyumas Regency, with a number of Small and Medium Enterprises. Samples were taken as many as 90 SMEs with purposive sampling technique. Collecting data using a questionnaire. The data analysis technique used multiple regression with. The results of the study show that: (1) Performance expectations have a significant positive effect on interest in using the Point Of Sale system; (2) business expectations have a significant positive effect on interest in using the Point Of Sale system; (3) Social factors have a significant positive effect on the interest in using the Point Of Sale system. (4) The facilitating conditions have a significant positive effect on the interest in using the Point Of Sale system. (5) Hedonic motivation does not have a positive effect on interest in using the Point Of Sale system (6) Price value has a positive effect on interest in using the Point Of Sale system (7) Habit does not have a positive effect on interest in using the Point Of Sale system (8) Business scale has a positive effect on interest in using the Point Of Sale system

Keywords: performance expectations, business expectations, social factors, facilitating conditions, hedonic motivation, habitual price values, business scale and interest in using the Point Of Sale system.