

ABSTRACT

This study aims to determine the effect of the Continuance Intention of Electronic Money on the Happiness Index in Generation Y and Generation Z in West Java. The research population is Generation Y and Generation Z in West Java with a purposive sampling method obtained a total of 400 samples. The data analysis method uses a simple linear regression analysis method. The results of this research are expected to provide insight for the public regarding the use of Electronic Money. In addition, this research is expected to be a reference for literature and consideration for policymakers in improving the Happiness Index in West Java.

Keywords: *Electronic Money, Happiness Index, Generation Y, Generation Z*