

ABSTRACT

This study aims to examine the effect variable of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit partially on ShopeePay e-wallet intent to use.

This study uses a quantitative approach with a survey method. The survey method was carried out by distributing online questionnaires. The research sample was 105 employees who were determined using the convenience sampling method. The research instrument was tested for validity using confirmatory factor analysis, and reliability using Cronbach's alpha test. The data collection technique used a questionnaire distributed online. The data analysis technique in this research using multiple linear regression.

The results showed that the variable of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit partially had a positive and significant effect on ShopeePay e-wallet intent to use. The most dominant independent variable influencing ShopeePay e-wallet intent to use is performance expectancy.

Keywords: performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and intention use.

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh variabel harapan kinerja, harapan upaya, pengaruh sosial, kondisi fasilitas, motivasi hedonis, nilai harga, dan kebiasaan secara parsial terhadap niat penggunaan dompet elektronik ShopeePay.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Metode survei dilakukan dengan penyebaran kuesioner secara daring. Sampel penelitian sebanyak 105 karyawan yang ditentukan menggunakan metode convenience sampling. Instrumen riset diuji validitasnya menggunakan analisis faktor konfirmatori, dan reliabilitasnya menggunakan uji cronbach's alpha. Teknik pengumpulan data menggunakan kuesioner yang disebar secara daring. Teknik analisis data dalam riset ini menggunakan regresi berganda.

Hasil penelitian menunjukkan bahwa variabel harapan kinerja, harapan upaya, pengaruh sosial, kondisi fasilitas, motivasi hedonis, nilai harga, dan kebiasaan secara parsial berpengaruh positif dan signifikan terhadap niat penggunaan dompet elektronik ShopeePay. Variabel independen yang paling dominan berpengaruh terhadap kinerja karyawan adalah harapan kinerja.

Kata kunci : harapan kinerja, harapan upaya, pengaruh sosial, kondisi fasilitas, motivasi hedonis, nilai harga, kebiasaan, dan niat penggunaan.