INTISARI

Penelitian ini menguji pengaruh *relative advantage*, *compatibility*, *low complexity/simplicity*, *observability*, dan *triability* terhadap *intention to use* pada inovasi teknologi ShopeePayLater. Penelitan ini dilakukan untuk memahami alat difusi yang bisa digunakan ShopeePayLater untuk meningkatkan penggunanya melalui *Diffusion of Innovations Theory*. Data yang digunakan telah melalui beberapa uji, antara lain uji validitas, reliabilitas. Data penelitian juga telah lolos uji asumsi klasik seperti uji normalitas, multikolinearitas, dan heterokedatisitas. Penelitian ini menggunakan metode regresi linear berganda dengan 100 sampel berdomisili di regional Yogyakarta. Penelitian ini menunjukkan hasil bahwa *relative advantage*, *compatibility*, *observability*, serta *triability* memiliki hubungan berpengaruh dan signifikan terhadap *intention to use*, sedangkan *low complexity/simplicity* memiliki hubungan berpengaruh yang tidak signifikan. Pengaruh kelima variabel tersebut juga diperhitungkan mempengaruhi *intention to use* sebesar 82,1%, sedangkan 17,9% *intention to use* bisa dicapai dengan alat difusi lain di luar kelima variabel tersebut.

Kata kunci: ShopeePayLater, DOI, Difusi

ABSTRACT

This study examines the effect of relative advantage, compatibility, low complexity/simplicity, observability, and triability on intention to use the ShopeePayLater technological innovation. This research was conducted to understand the diffusion tools that ShopeePayLater can use to increase its users through the Diffusion of Innovations Theory. The data used has gone through several tests, including validity and reliability tests. The research data has also passed classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests. This research uses multiple linear regression method with 100 samples domiciled in the Yogyakarta region de facto and de jure. This study shows the results that relative advantage, compatibility, observability, and triability have an influential and significant relationship to intention to use, while low complexity/simplicity has an insignificant relationship. The influence of these five variables is also calculated to affect the intention to use by 82.1%, while 17.9% of the intention to use can be achieved with other diffusion tools outside of the five variables.

Keyword: ShopeePayLater, DOI, Diffusion