



## INTISARI

Penelitian ini bertujuan untuk menguji secara empiris pengaruh faktor kewawasan terhadap niat untuk menggunakan *e-wallet* ShopeePay. Sampel yang digunakan dalam penelitian ini diambil dengan metode penyampelan *purposive* dengan total 177 responden yang merupakan pengguna ShopeePay. Data penelitian diperoleh melalui penyebaran kuesioner secara daring dengan menggunakan *google form*. Data tersebut kemudian dianalisis secara kuantitatif dengan PLS SEM menggunakan SmartPLS 3.2. Hasil penelitian menunjukkan bahwa terdapat 4 hipotesis yang ditolak dan tidak berpengaruh serta signifikan, antara lain *cognizance of alternative technologies* terhadap *perceived ease of use*, *engagement with the technology* terhadap *perceived ease of use*, *engagement with the technology* terhadap *perceived usefulness*, dan *technological novelty seeking* terhadap *perceived ease of use*.

Kata kunci: kewawasan, *e-wallet*, *Technology Acceptance Model*, ShopeePay



## ABSTRACT

This research aims to empirically examined the effect of mindfulness on the intention to adopt e-wallet ShopeePay. The sample used in this study obtained by a purposive sampling method with the total of 177 respondents who are the user of ShopeePay. Data is collected through distributing the questionnaire using google form. The data was then quantitatively analyzed with PLS SEM using SmartPLS 3.2. The result of the study shows that there are 4 hypotheses which get declined and have no effect and significance, such as Cognizance of Alternative Technologies towards Perceived Ease of Use, Engagement with The Technology towards Perceived Ease of Use, Engagement with The Technology towards Perceived Usefulness, and Technological Novelty Seeking towards Perceived Ease of Use.

Keywords: mindfulness, e-wallet, Technology Acceptance Model, ShopeePay