

ABSTRACT

The development of technology is currently experiencing very rapid development and increasingly sophisticated which will provide convenience for the community in accessing everything. This research was conducted on the ShopeePay application. ShopeePay is a digital wallet service offered by Shopee to make transactions more practical, efficient, and secure online on the Shopee application or website, online transactions through merchants, offline transactions with merchants that accept payments through QRIS and ShopeePay, accept or transfer payments. to the consumer's contact list and withdraw the balance to the consumer's account.

This study aims to determine the effect of perceived ease of use on perceived usefulness, the effect of perceived ease of use on attitude toward use, the effect of perceived usefulness on behavioral intention to use, the influence of attitude toward using on behavioral intention to use, and the influence of behavioral intention to use on an actual case of ShopeePay service in the Bogor City area. This study used a simple random sampling method by taking a sample of 408 respondents in the Bogor City area.

This study used quantitative methods and distributed questionnaires. Data processing uses the PLS (Partial Least Square) and this research method is taken from the basic theory of the Technology Acceptance Model (TAM) and its variables, namely perceived ease of use, perceived usefulness, attitude toward using, behavioral intention to use and actual cases.

The results of this study indicate that all variables have a significant influence on other sub-variables related in the study because the t-statistic value is more than the t-table of 1.96.

Suggestions that can be given for further research are adding other variables that can be included in the TAM method such as risk, perceived security, trust, usage experience and word of mouth. This is based on the results of R-square in each variable which shows that it is still influenced by other variables outside the study. In addition, Shopee continues to always improve the ease of using the features and services available on ShopeePay and provide information so that new ShopeePay users can understand them easily.

Keywords: finance, technology acceptance model, ShopeePay, e-money, technology adoption