ANTESEDEN LOYALITAS PADA PENGGUNAAN *SHOPEEPAY* DI SURABAYA BERDASARKAN ANALISIS SOR MODEL

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ABSTRAK

Pada era globalisasi saat ini, transaksi pembayaran menggunakan *mobile payment* (*m-payment*) sangat sering digunakan oleh masyarakat. Salah satu *m-payment* yang sering digunakan yaitu *ShopeePay*. Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan *ShopeePay* melalui kualitas informasi, sistem dan layanan hingga menciptakan sebuah kepuasan dan loyalitas bagi penggunanya. Penelitian ini termasuk dalam *causal research* dengan menggunakan 7 variabel utama yaitu *information quality*, *system quality*, *service quality*, *trust*, *intimacy*, *satisfaction* dan *loyalty*. Pada penelitian ini terdapat 217 responden yang menggunakan *ShopeePay* sebagai sampel penelitian ini. Penelitian ini merupakan penelitian kuantitatif dan analisis menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS (*Statistical Package for Social Sciences*) versi 25 dan *software* AMOS 22. Hasil dari penelitian ini menunjukkan bahwa *satisfaction* berpengaruh positif terhadap *loyalty*, *intimacy* berpengaruh positif terhadap *loyalty*, *trust* berpengaruh positif terhadap *intimacy*. *Information quality*, *system quality*, dan *service quality* juga berpengaruh positif terhadap *satisfaction* dan *trust*.

Kata Kunci: *mobile payment*, *IS success model, satisfaction, loyalty*.

ANTECEDENT LOYALTY ON THE USAGE OF SHOPEEPAY IN SURABAYA BASED ON SOR MODEL ANALYSIS

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ABSTRACT

In the current era of globalization, payment transactions using mobile payment (m-payment) are very often used by the public. One of the m-payments that is often used is ShopeePay. This study aims to analyze the influence of using ShopeePay through the quality of information, systems and services to create satisfaction and loyalty for its users. This research is included in causal research using 7 main variables, namely information quality, system quality, service quality, trust, intimacy, satisfaction and loyalty. In this study, there were 217 respondents who used ShopeePay as a sample for this study. This research is a quantitative research and analysis using SEM (Structural Equation Modeling) with SPSS (Statistical Package for Social Sciences) software version 25 and AMOS 22 software. The results of this study show that satisfaction has a positive effect on loyalty, intimacy has a positive effect on loyalty and trust has a positive effect on intimacy. Information quality, system quality, and service quality also have a positive effect on satisfaction and trust.

Keywords: *mobile payment, IS success model, satisfaction, loyalty.*