

PERILAKU PENGGUNA *MOBILE PAYMENT SHOPEEPAY* DI SURABAYA DARI PERSPEKTIF UTAUT 2

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh faktor-faktor *unified theory of the acceptance and use of technology 2* (UTAUT2) terhadap *behavioral intention* dan *use behavior* pada pengguna *mobile payment* ShopeePay di Surabaya. Penelitian ini menggunakan teknik pengambilan sampel yaitu *non-probability sampling* dengan pendekatan *purposive sampling*. Penelitian ini mengambil data sebanyak 213 responden yang memenuhi karakteristik populasi yaitu pengguna ShopeePay yang menggunakan layanan ShopeePay minimal dua kali dalam tiga bulan terakhir, memiliki usia minimal 18 tahun, berdomisili di Surabaya, dan pendidikan terakhir minimal SMA/Sederajat. Hasil penelitian ini menunjukkan bahwa *effort expectancy* dan *habit* berpengaruh positif dan signifikan terhadap *behavioral intention*, dan juga *behavioral intention* berpengaruh positif dan signifikan terhadap *use behavior* pada pengguna *mobile payment* ShopeePay, sedangkan *performance expectancy*, *social influence*, *facilitating conditions*, dan *hedonic motivation* tidak berpengaruh signifikan terhadap *behavioral intention* pengguna *mobile payment* ShopeePay.

Kata kunci : *Behavioral Intention, Mobile Payment, Use behavior, UTAUT2*

MOBILE PAYMENT USER BEHAVIOR OF SHOPEEPAY IN SURABAYA FROM THE PERSPECTIVE OF UTAUT 2

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ABSTRACT

This study aims to determine the effect of Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) factors on behavioral intention and usage behavior of ShopeePay mobile payment users in Surabaya. This sample study uses a non-probability sampling technique with a purposive sampling approach. This study took data from 213 respondents who met the characteristics of the population, namely ShopeePay users who used ShopeePay services at least twice in the last three months, were at least 18 years old, lived in Surabaya, and had a minimum education of high school/equivalent. The results of this study indicate that effort expectations and habits have a positive and significant effect on behavioral intention, and behavioral intention also has a positive and significant effect on usage behavior of ShopeePay mobile payment users, while performance expectations, social influence, facilitating conditions, and hedonic motivation do not have a significant effect on behavioral intention of ShopeePay mobile payment users.

Keywords : Behavioral Intention, Mobile Payment, Use behavior, UTAUT2