# ABSTRAK

Muhamad Akhyar, 2023. Analisis Penerimaan.dan Penggunaan Shopeepay Menggunakan Model UTAUT (Studi Kasus Pada Wilayah Malang). Tugas Akhir, Program Studi Sistem Informasi S1, STIKI – MALANG, Pembimbing: Yekti Asmoro Kanthi.

Kata kunci : SHOPEEPAY, UTAUT, Penerimaan Teknologi

Shopeepay merupakan layanan uang elektronik berupa fitur yang digunakan sebagai alat pembayaran pada aplikasi shopee, offline di Merchant ShopeePay, dan Penyimpan dana. Shopeepay diluncurkan pada tahun 2018 di Indonesia dan sejak saat itu juga shopeepay telah berkembang pesat di seluruh kota yang ada di Indonesia yang di mana shopee dapat beroperasi. Penelitian ini memiliki tujuan untuk mengetahui tingkat perilaku penggunaan dan penerimaan teknologiberdasarkan lima faktor menggunakan metode penelitian yaitu UTAUT (Unifield Theory Of Acceptance.And Use Of Technology) dan faktor yang memiliki pengaruh dominan terhadap penerimaan teknologi. Pada penelitian ini, terdapat 20 indikator pada variabel Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intention, Use Behavior. Penelitian dilakukan dengan sampel berjumlah 100 orang pengguna SHOPEEPAY dan data diolah menggunakan software Smart PLS. Hasil penelitian didapatkan bahwa secara parsial variabel Effort Expectancy, Social Influence, Facilitating Conditions, berpengaruh positif dan signifikan serta variabel Performance Expectancy, Behavioral Intention berpengarh positif namun tidak signifikan terhadap kepuasan pengguna. Secara simultan keseluruhan variabel memiliki pengaruh signifikan terhadap kepuasan pengguna. Serta didapatkan variabel Facilitating Conditions yang memiliki pengaruh paling dominan terhadap perilaku penggunaan dan penerimaan teknologi.

# ABSTRACT

Muhamad Akhyar, 2023. Analysis of Shopeepay Acceptance and Use Using Models UTAUT (Case Studies in Malang). Final Project, Information System S1, STIKI – MALANG, Advisor 1: Yekti Asmoro Kanthi

Keyword : SHOPEEPAY, UTAUT, Technology acceptance

Shopeepay is an electronic money service in the form of a feature that is used as a means of payment on the Shopee application, offline at ShopeePay Merchants, and Fund Depositors. Shopeepay was launched in 2018 in Indonesia and since then Shopeepay has grown rapidly in all cities in Indonesia where Shopee can operate. This study aims to determine the level of behavior in using and accepting technology based on five factors from the method used by researchers, namely UTAUT (Unifield Theory of Acceptance and Use of Technology) and factors that have a dominant influence on technology acceptance. In this study, there are 20 indicators on the variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intention, Use Behavior. The research was conducted with a sample of 100 ShopeePay users and the data was processed using the Smart PLS software. The results showed that partially the variables Effort Expectancy, Social Influence, Facilitating Conditions had a positive and significant effect and the Performance Expectancy, Behavioral Intention variables had a positive but not significant effect on user satisfaction. Simultaneously all variables have a significant influence on user satisfaction. As well as obtained the Facilitating Conditions variable which has the most dominant influence on the behavior of using and accepting technology.