

**Determinan Keberterimaan Sistem Pembayaran *Shopeepay* Pada  
Aplikasi *Shopee*  
(Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas  
Pendidikan Ganesha)**

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**Abstrak**

Penelitian bertujuan untuk menganalisis pengaruh persepsi kemudahan, persepsi kebermanfaatan, nilai harga, dan motivasi hedonis terhadap keputusan penggunaan metode pembayaran *ShopeePay* pada aplikasi *Shopee*. Penelitian berpedoman pada dua teori penerimaan teknologi yaitu teori TAM dan model UTAUT2. Penelitian dilaksanakan pada lingkungan Fakultas Ekonomi Universitas Pendidikan Ganesha. Metode penelitian yang digunakan adalah metode penelitian kuantitatif. Menggunakan data primer dari kuesioner *google form* yang diukur dengan skala *Likert*. Populasi penelitian sebanyak 1972 orang mahasiswa, dengan sampel berjumlah 297 responden. Pengambilan sampel dilakukan dengan menerapkan *purposive sampling*, dengan kriteria yaitu mahasiswa aktif angkatan tahun 2017 – 2019 Fakultas Ekonomi Universitas Pendidikan Ganesha, serta mahasiswa tersebut pernah atau sedang menggunakan *ShopeePay*. Data dianalisis dengan menggunakan bantuan program SPSS v.16.0 *for Windows*. Hasil penelitian menunjukkan bahwa, persepsi kemudahan, persepsi kebermanfaatan, nilai harga, dan motivasi hedonis memiliki pengaruh yang positif serta signifikan terhadap keputusan penggunaan metode pembayaran *ShopeePay* pada aplikasi *Shopee*.

**Kata kunci:** persepsi kemudahan, persepsi kebermanfaatan, nilai harga, motivasi hedonis, keputusan penggunaan *ShopeePay*

***Determinant of Acceptance of The ShopeePay Payment System on  
The Shopee Application  
(Case Study on Students of The Faculty of Economics, Ganesha  
University of Education)***

***Abstract***

*This study aimed to analyze the effect of perceived easy to use, perceived usefulness, price value, and hedonic motivation on the decision to use the ShopeePay payment method on the Shopee application. This research is guided by two theories of technology acceptance, namely the TAM theory and the UTAUT2 model. The research was conducted at the Faculty of Economics, Ganesha University of Education. The research method used is quantitative research methods. Using primary data from a google form questionnaire as measured by a Likert scale. The research population was 1972 students, with a sample of 297 respondents. Sampling was carried out by applying purposive sampling, with the criteria that the active students of the 2017 – 2019 class of the Faculty of Economics, Ganesha Education University, and these students had or were using ShopeePay. Data were analyzed using SPSS v.16.0 for Windows program. The results of the study indicate that perceived of easy to use, perceived usefulness, price value, and hedonic motivation have a positive and significant effect on decisions to use the ShopeePay payment method on the Shopee application.*

**Keywords:** *perceived easy to use, perceived usefulness, price value, hedonicmotivation, ShopeePay usage decisions.*

