

ABSTRACT

THE EFFECT OF PERCEIVED EASE OF USE AND SERVICE FEATURES ON INTENTION TO USE SHOPEEPAY

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The purpose of this research was to find the effect of perceived ease of use as a payment transaction tool on the intention to use ShopeePay as the payment transaction tool. The type of research used was quantitative research. The population selected in this research was all SopeePay users. The sampling method used in this research was nonprobability sampling using the purposive sampling technique, so 100 respondents were obtained. The data analysis method used in this research was multiple linear regression analysis. The result of the analysis found that perceived ease of use and service features affected the intention to use ShpeePay as the payment transaction tool.

Keywords: Perceived Ease of Use, Service Features, Intention to Use.