

ABSTRACT

The era of the industrial revolution 4.0 and globalization encourage rapid technological progress and lead to digitalization. These technological advances encourage the birth of digital wallets and mobile payments. Shopee as an E-commerce opens opportunities by presenting ShopeePay as a transaction tool in the form of M-payment. The purpose of this research is to determine and analyze the influence of price value, social influence, hedonic motivation, trust and ease of use factors using mobile payment services.

This research is a quantitative research. The sampling method was carried out by purposive sampling technique. The number of samples used is 100 students who use shopeepay. Data were obtained from questionnaires distributed through social media and then analyzed using SPSS 23.

The results of this study indicate that the hedonic motivation factor and ease of use have a significant effect on the use of mobile payment services, while the value of price, social influence, trust and have no effect on the use of mobile payment.

Keywords: Price Value, Social Influence, Hedonic Motivation, Trust and Ease Of Use, use intention Mobile Payment