ABSTRACT

Behavioral intention of e-wallet users has increased significantly today. This study aims to analyze the influence of performance expectation, effort expectation, social influence, and facilitating conditions on the behavioral intention of ShopeePay users in Jakarta. Methods used to collect the data was by distributing questionnaires as an instrument to one hundred respondents who did their transaction by using ShopeePay in Jakarta. The data was then analyzed by applying Partial Least Squares (PLS) statistical method. The result showed that the behavioral intention of users who used ShopeePay was influenced by performance expectation, effort expectation, social influence, and facilitating condition. Therefore, the ShopeePay company needs to pay attention to these four variables to improve the behavioral intention of its users.

Keywords : *Behavioral Intention, E-Wallet, ShopeePay, PLS-SEM*