

PENGARUH KARAKTERISTIK INOVASI SHOPEEPAY TERHADAP KEPUTUSAN ADOPSI OLEH MAHASISWA

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ABSTRAK

Dengan semakin canggihnya teknologi informasi masa kini dan anjuran Gubernur Jakarta selama Pembatasan Sosial Berskala Besar telah mendorong urgensi *cashless* berupa peralihan kebiasaan masyarakat dalam bertransaksi. ShopeePay sebagai dompet digital yang menawarkan solusi atas permasalahan *cashless* mengalami peningkatan jumlah pengguna pada awal tahun 2021. Di sisi lain, butuh peran agen perubahan untuk melakukan rangkaian komunikasi dan membawa pesan berisikan keunggulan inovasi guna meyakinkan masyarakat untuk mengadopsi inovasi yang ditawarkannya. Penelitian bertujuan mengukur seberapa besar pengaruh Karakteristik Inovasi ShopeePay terhadap Keputusan Adopsi oleh Mahasiswa. Dengan menggunakan metode kuantitatif, dan teknik pengambilan sampel secara *purposive sampling* maka, data diambil melalui survei berbentuk kuesioner, kemudian disebar kepada 386 mahasiswa UPN Veteran Jakarta yang merupakan pengguna ShopeePay. Menggunakan perspektif teori difusi inovasi oleh Everett M. Rogers, penelitian kemudian menghasilkan pengaruh yang signifikan antara Karakteristik Inovasi ShopeePay terhadap Keputusan Adopsi Mahasiswa UPN Veteran Jakarta.

Kata Kunci: *Cashless society*, Difusi Inovasi, Karakteristik Inovasi, Keputusan Adopsi, Mahasiswa, ShopeePay.

***THE EFFECT OF SHOPEEPAY INNOVATION CHARACTERISTICS ON
STUDENTS DECISION TO ADOPT INNOVATION***

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ABSTRACT

With the sophistication of today's information technology and the governor's regulations in Jakarta during large-scale social restrictions, it has pushed the urgency of cashless in the form of shifting people's habit in transactions. ShopeePay as a digital wallet that offers solutions to cashless issues experienced an increase in the number of users in early 2021. On the other hand, it takes the role of change agents to carry out a series of communications and bring messages that contain the advantages of innovation to convince people to adopt the innovations it offers. This study aims to measure how much influence ShopeePay's Innovation Characteristics have on Student Adoption Decisions. By using quantitative methods and purposive sampling, data was collected through a survey in the form of a questionnaire, then distributed to 386 UPN Veteran Jakarta students who are ShopeePay users. Using the perspective of the theory of diffusion of innovation by Everett M. Rogers, the research then resulted in a significant influence between ShopeePay's Innovation Characteristics on the UPN Veterans Jakarta Students Adoption Decision.

Keywords: *Adoption Decision, Cashless society, Characteristics of Innovation, Diffusion of Innovation, ShopeePay, Students.*