

THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PERCEIVED RISK ON THE DECISION TO USE SHOPEEPAY DIGITAL WALLET AMONG THE COMMUNITY IN MADIUN

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Abstract

This study aims to analyze the influence of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on the Decision to Use the ShopeePay digital wallet among the community in Madiun. This is prompted by the relatively high adoption rate of ShopeePay, which has not been fully followed by consistent usage decisions, as well as the existence of differing results in previous studies regarding the effects of these three factors. The research utilizes a quantitative approach with an infinite population, namely ShopeePay users in Madiun, so the sample size was determined using Cochran's formula, resulting in 384 respondents selected through purposive sampling. Data were collected via an online questionnaire and analyzed using multiple linear regression with the assistance of SPSS. The results show that Perceived Usefulness, Perceived Ease of Use, and Perceived Risk each have a positive and significant effect on the Decision to Use ShopeePay, both partially and simultaneously, with Perceived Risk emerging as the most dominant influencing variable. These findings strengthen the application of the Technology Acceptance Model by adding perceived risk as an additional explanatory variable for the acceptance of digital financial technology. Based on these findings, it is recommended that ShopeePay continue to enhance the benefits of its services, the ease of use of its application, as well as system security and user data protection. Future researchers are advised to include other variables such as trust, promotion, or customer satisfaction to broaden the understanding of digital wallet usage decisions.

Keywords: *Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Usage Decision, ShopeePay*

A. INTRODUCTION

The digitalization of payment systems in Indonesia is growing rapidly along with increasing internet penetration and smartphone usage, as demonstrated by Bank Indonesia data (2024) regarding the consistent annual growth of electronic money transactions. One digital wallet service that has seen significant growth amidst competition from GoPay, OVO, and DANA is ShopeePay, which is directly integrated with the e-commerce ecosystem. Shopee makes both online and offline transactions easier. Support for promotional strategies such as cashback and discounts also makes ShopeePay a top-rated digital wallet. high mind in Indonesia (Ipsos Digital Wallet Research, 2026).

Although usage rates are high, this does not always translate into consistent usage decisions; some users are only active during promotions and switch to other methods under normal circumstances. A similar phenomenon occurred in Madiun, where ShopeePay adoption increased but was accompanied by concerns about data security and transaction risks (Agestha & Kristianto, 2025; Sulasih et al., 2024) . This condition is relevantly explained through the Technology Acceptance Model (TAM) proposed by Davis (1989) , where perceived usefulness and perceived ease of use are related. of Use is the main determinant of technology acceptance. However, a number of studies show inconsistent results on both constructs (Nasih et al. (2024) and Venkatesh et al. (2012) , so that perceived Risk needs to be integrated into the model to provide a more comprehensive explanation of the decision to use digital financial services (Featherman & Pavlou, 2003).

Previous research on digital wallets has also been limited to large urban areas, while studies in developing cities like Madiun, particularly those integrating all three TAM variables and using usage decisions (rather than just interest) as the dependent variable, are rare. These empirical, theoretical, and contextual gaps underlie this research.

Research purposes

Study This aim analyze influence perceived usefulness, perceived ease of use, and perceived risk to decision use ShopeePay to the people in Madiun, both in a way partial and simultaneous.

Benefits of research

In a way theoretical, research This enrich TAM literature through addition variables perceived risk in context service digital finance. In practical, results study expected become material consideration for ShopeePay in increase benefit service, convenience usage, as well as security system.

Technology Acceptance Model

TAM was developed by Davis (1989) as adaptation Theory of Reasoned Action (Fishbein & Ajzen, 1975) For explain reception technology information through two constructs main, perceived usefulness and perceived ease of use, which form attitude, intention, to behavior use actual . In context service digital finance is full of uncertainty, this model expanded with add perceived risk in order to be able to explain behavior users in a way more comprehensive.

Perceived Usefulness

Perceived usefulness is belief individual that use something system will increase performance his activities Davis (1989). At ShopeePay, the benefits This reflected from efficiency time, convenience transactions, and value plus in the form of cashback and promotions.

Perceived Ease of Use

Perceived ease of use refers to belief that something system easy studied and operated without business big Davis (1989). Ease This reflected from appearance simple application as well as fast transaction and top -up processes.

Perceived Risk

Perceived risk is perception individual on potential loss in use service electronic (Featherman & Pavlou, 2003), includes risk security, privacy, and financial lower trust as well as decision use.

Usage Decision

Referring to Kotler & Keller (2016), the decision use is action real select and use something service after through considerations, which in study This chosen as variables dependent For reflect behavior actual, not just interest.

Hypothesis

H1: Perceived usefulness influential significant to decision use ShopeePay.

H2: Perceived ease of use influential significant to decision use ShopeePay.

H3: Perceived risk influential significant to decision use ShopeePay.

H4: Perceived usefulness , perceived ease of use , and perceived risk in a way simultaneous influential significant to decision use ShopeePay.

B. METHOD

This study uses a quantitative approach to analyze the influence of perceived usefulness (X1), perceived ease of use (X2), and perceived risk (X3) on the decision to use (Y) ShopeePay in the community in Madiun, with the regression equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. The research was conducted in March–June 2026 with a population consisting of the Madiun community who use ShopeePay which is infinite in nature population), so the sample size was determined using the Cochran formula (95% confidence level, 5% margin of error) and a minimum of 384 respondents were selected using a purposive sampling technique based on the criteria of being domiciled in Madiun, being at least 17 years old, and having made a transaction using ShopeePay at least once. Data were collected through an online questionnaire (Google Form) arranged based on the indicators of each variable referring to Davis (1989) for X1 and X2,

(Featherman & Pavlou, 2003) for X3, and Kotler & Keller (2016) for Y and measured using a four-point Likert scale.

Item-total correlation, valid if $r_{\text{count}} > r_{\text{table}}$) and reliability (Cronbach's Alpha > 0.60). Data were analyzed using descriptive statistics to describe the characteristics of respondents and SPSS- assisted multiple linear regression to test the influence between variables, preceded by classical assumption tests that include normality, multicollinearity ($VIF < 10$ and tolerance > 0.10), and heteroscedasticity (significance > 0.05). Hypothesis testing was carried out through a t-test for partial effects (significant if the significance value < 0.05), an F-test for simultaneous effects, and a coefficient of determination (R^2) to measure the magnitude of the ability of the three independent variables to explain variations in ShopeePay usage decisions.

C. RESULTS AND DISCUSSION

This study used 384 respondents from ShopeePay users in Madiun City, selected using purposive sampling. Respondent characteristics, including age, gender, occupation, monthly income, and transaction frequency, are presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Category	Amount	%
Age	18–25 years	179	46.6
	26–30 years	163	42.4
	31–35 years	29	7.6
	36–40 years	12	3.1
	>40 years	1	0.3
Gender	Man	168	43.8
	Woman	216	56.3
Work	Private employees	116	30.2
	Students	111	28.9
	civil servant	60	15.6
	Self-employed	50	13.0

Characteristics	Category	Amount	%
	Freelancer	25	6.5
	Housewife	22	5.7
Income/Month	Rp2,500,000–Rp5,000,000	155	40.4
	Rp1,000,000–Rp2,500,000	90	23.4
	Rp5,000,000–Rp7,500,000	74	19.3
	< Rp. 1,000,000	35	9.1
	> Rp. 7,500,000	28	7.3
	Rp0 / Not Certain	2	0.6
Transaction Frequency	> 5 times/month	172	44.8
	3–5 times/month	159	41.4
	1–2 times/month	53	13.8

Source: Processed Primary Data (2026)

The majority of respondents were aged 18–30 (89.0%), female (56.3%), employed as private employees or students (59.1%), earned Rp2.5–5 million per month (40.4%), and made more than five transactions per month (44.8%). This profile indicates that ShopeePay users in Madiun City are predominantly active, productive age groups accustomed to digital transactions.

1. Validity and Reliability Test Results

The validity test uses Pearson correlation with the criteria of calculated $r > \text{table } r$ (0.100), while the reliability test uses Cronbach's Alpha with a value criterion of > 0.60 . A summary of the results is presented in Table 2.

Table 2. Validity and Reliability Test Results

Variables	Number of Items	Range r Count	Cronbach's Alpha	Information
Perceived Usefulness (X1)	5	0.858–0.885	0.922	Valid & Reliable
Perceived Ease of Use (X2)	5	0.840–0.886	0.917	Valid & Reliable
Perceived Risk (X3)	5	0.866–0.885	0.923	Valid & Reliable
Usage Decision (Y)	5	0.911–0.937	0.957	Valid & Reliable

Source: Processed Primary Data (2026)

All items were declared valid because the calculated $r > r$ table (0.100), and all variables were declared reliable because Cronbach's Alpha > 0.60 . Thus, the research instrument is suitable for further data collection.

2. Classical Assumption Test Results

Classical assumption testing is carried out to ensure that the regression model meets the BLUE (Best Linear Unbiased) requirements. Estimator). A summary of the results is presented in Table 3.

Table 3. Results of the Classical Assumption Test

Test	Results	Information
Normality (Kolmogorov-Smirnov)	Asymp . Sig = 0.200; Monte Carlo Sig = 0.452	Normally distributed data
Multicollinearity	Tolerance 0.934–0.966; VIF 1.036–1.071	There is no multicollinearity
Heteroscedasticity (Glejser)	Sig . 0.062–0.967 (all > 0.05)	There is no heteroscedasticity

Source: Processed Primary Data (2026)

The test results show that the residual data normally distributed, no multicollinearity occurs between independent variables, and there is no heteroscedasticity, so the regression model is suitable for use in hypothesis testing.

3. Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of Perceived Usefulness (X1), Perceived Ease of Use (X2), and Perceived Risk (X3) on the Decision to Use ShopeePay (Y). The test results are presented in Table 4.

Table 4. Results of Multiple Linear Regression Analysis

Variables	B	Std . Error	Beta	t	Sig .
(Constant)	1,402	0.468	-	2,994	0.003
Perceived Usefulness (X1)	0.454	0.033	0.419	13,609	0,000

Variables	B	Std . Error	Beta	t	Sig .
Perceived Ease of Use (X2)	0.388	0.033	0.355	11,651	0,000
Perceived Risk (X3)	0.465	0.033	0.440	14,195	0,000

Source: Processed Primary Data (2026)

$$Y = 1.402 + 0.454 X1 + 0.388 X2 + 0.465 X3$$

The constant value of 1.402 indicates the magnitude of the decision to use ShopeePay when all three independent variables are zero. All three regression coefficients are positive, which means an increase in Perceived Usefulness, Perceived Ease of Use, and Perceived Risk is consistently followed by an increase in decisions to use ShopeePay. Based on Standardized values Coefficients (Beta), Perceived Risk has the most dominant influence (0.440), followed by Perceived Usefulness (0.419) and Perceived Ease of Use (0.355).

4. Hypothesis Test Results

The results of the F test obtained a calculated F value of 244.513 with a significance of 0.000 (<0.05), so that Perceived Usefulness, Perceived Ease of Use, and Perceived Risk simultaneously has a significant effect on the Decision to Use ShopeePay. The fourth hypothesis (H4) is accepted. The three independent variables have a significance value of 0.000 (<0.05) so that each has a positive and partially significant effect on the Decision to Use ShopeePay (see Table 4). Thus, the first (H1), second (H2), and third (H3) hypotheses are all accepted. The R Square value of 0.659 indicates that Perceived Usefulness, Perceived Ease of Use, and Perceived Risk is able to explain 65.9% of the variation in ShopeePay Usage Decisions, while the remaining 34.1% is explained by other variables outside the model, such as trust, promotions, and service quality.

5. Discussion

Perceived Influence Usefulness on Usage Decisions

Perceived Usefulness has a positive and significant effect on the decision to use ShopeePay ($\beta = 0.419$; Sig. = 0.000), thus H1 is accepted. The majority of respondents felt that ShopeePay

increases the effectiveness and speed of transactions (agreement range of 86.7%–92.0% across all indicators), so that perceived benefits directly become the main driver of usage decisions. This finding supports the Technology Acceptance Model. Davis (1989) which places the perception of benefits as the main determinant of technology acceptance, and is in line with research by Indriani et al. (2023) and Megaranto & Madi (2025) . The implication is that ShopeePay needs to continue expanding merchant collaboration and developing features that increase user transaction efficiency.

Perceived Influence Ease of Use on Usage Decisions

Perceived Ease Perceived Use has a positive and significant effect on the decision to use ShopeePay ($\beta = 0.355$; Sig. = 0.000), thus H2 is accepted. Most respondents considered ShopeePay easy to learn and operate (agreement range 82.5%–88.5%), which reduces the psychological barrier for new users to digital transactions. These results are consistent with the concept of TAM Davis (1989) and research by Arianto & Hayani (2023) and Megaranto & Madi (2025) on similar digital wallet services. The implication is that the simplification of the interface and the ease of the registration/balance top- up process need to be maintained.

Perceived Influence Risk to Usage Decisions

Perceived Risk has a positive and significant effect on the decision to use ShopeePay with the most dominant beta ($\beta = 0.440$; Sig. = 0.000), so H3 is accepted. The distribution of answers to the risk indicator is relatively balanced, with the majority of respondents stating they are not worried about data misuse (51.4%) or system disruptions (52.1%), which indicates a fairly good level of trust in ShopeePay security. In accordance with (Featherman & Pavlou, 2003) The lower the perceived risk, the higher the acceptance of electronic services. This finding aligns with research by Hidayanti et al. (2025) and Megaranto & Madi (2025) . Consequently, strengthening transaction security systems and digital security education should remain a priority for ShopeePay.

Simultaneous Perceived Effect Usefulness, Perceived Ease of Use, and Perceived Risk

Simultaneously, the three variables significantly influenced the decision to use ShopeePay ($F = 244.513$; $\text{Sig.} = 0.000$) with a contribution of 65.9% ($R^2 = 0.659$). These results confirm that the decision to use a digital wallet is the result of the interaction between perceived benefits, ease of use, and perceived risk, not the influence of a single factor. This finding strengthens the development of the TAM model with the addition of the risk construct (Featherman & Pavlou, 2003) and is in line with the research of Indriani et al. (2023) and Kirana et al. (2023). Practically, the strategy to increase the use of ShopeePay in Madiun City needs to be carried out in an integrated manner, including developing service benefits, application convenience, and strengthening transaction security simultaneously.

D. CONCLUSION

Based on the results of the analysis and discussion regarding the influence of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on the Decision to Use the ShopeePay digital wallet in Madiun, it can be concluded that the three variables each have a positive and significant effect, both partially and simultaneously, on the decision to use ShopeePay. The higher the perceived benefits, the easier the application is to use, and the lower the perceived risk, the stronger the community's decision to use ShopeePay, with Perceived Risk is the most dominant variable. This finding strengthens the application of the Technology Acceptance Model, which was developed by adding the construct of risk perception, thus being able to explain digital wallet usage behavior more comprehensively. This study still has limitations, including the scope of variables that only focuses on three factors, thus not covering other aspects such as trust, promotion, and service quality. Furthermore, the coverage area and time of data collection are limited to the Madiun City community within a specific period. The perceptual nature of data collected through questionnaires also has the potential to lead to differences in understanding among respondents. These limitations open up space for further research to develop a broader and more in-depth model.

E. SUGGESTION

For ShopeePay, it is recommended to continue improving the benefits and ease of use of the service through feature development, expanding merchant collaboration, and simplifying the application, while strengthening the security system and user data protection considering that risk perception has proven to be the most dominant. For the people of Madiun, it is recommended to use ShopeePay wisely while still paying attention to the security of digital transactions. For future researchers, it is recommended to add other variables such as trust, promotion, or social influence on the same topic, or expand the area, object, and research method on different topics, in order to obtain more comprehensive results regarding the behavior of using digital financial technology.

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