

**THE EFFECT OF PRICE VALUE LEVEL AND SOCIAL
INFLUENCE LEVEL ON THE USE OF MOBILE PAYMENT
SERVICES ON STUDENTS**

*(Survey on ShopeePay application users for Economics Education FKIP UNPAS
students)*

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ABSTRACT

This study aims to determine: (i) the level of price value in the use of mobile payments (ii) the level of social influence in the use of mobile payments (iii) the level of use of mobile payments (iv) the effect of price value on the use of mobile payments (v) the effect of social influence on the use of mobile payments. mobile payment (vi) the effect of price value and social influence on the use of mobile payment. The research method used is a survey method with data collection techniques through questionnaires with a sample of 162 participants. The data collection technique in this study used multiple regression with the help of the SPSS 25.0 for windows program. The results of the study show the average recapitulation of respondents' responses regarding: (i) the level of price value on the use of mobile payment 3.79 (75%) with the category "agree", (ii) the level of social influence on the use of mobile payment 3.89 (77%)) "agree". The results of multiple linear regression analysis with the results of $Y=18,970+0,444+0,690$, while the coefficient of determination test results in an R Square of 0,557 or 55,7%. because the significance value is $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, which means that there is a significant influence on the variable price value (X1) social influence (X2) on the variable use of mobile payment (Y). Suggestions: (i) students convey the importance of implementing a digital payment system (ii) electronic money providers can improve service quality and quality (iii) the government evaluates the implementation of mobile payments (iv) The next researcher conducts research with different indicators and additional variables.

Keywords: price value, social influence, mobile payment