

## ABSTRACT

*This research was conducted to determine "The Effect of Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation and Price value on Purchase Intention of Shopee Users". The purpose of this study was to determine Purchase Intention, Effort Expectancy, Social Influence, Hedonic Motivation, and Price Value, partially influence Shopee users' Purchase Intention and find out how Performance Expectancy, Effort Expectancy, Social Influencer, Hedonic Motivation, and Price value have an effect simultaneously to Shopee's consumer Purchase Intention.*

*This research uses quantitative research methods with causal descriptive research type on Shopee users. The research data were obtained by distributing questionnaires to 100 respondents. The sampling technique in this study is non-probability sampling. The data used in this study are primary data obtained from questionnaires, while secondary data are obtained from previous research data, books, journals, and the internet. The data analysis technique used is descriptive and multiple linear regression.*

*Based on the results of descriptive analysis, the overall Performance Expectancy and Hedonic Motivation are in the good category. The results of multiple linear regression analysis showed that Performance Expectancy and Hedonic Motivation had a significant effect on Purchase Intention. This is evidenced by the  $t$  value is greater than the  $t$  table, while other variables Effort Expectancy, Social Influence and Price Value do not partially affect Purchase Intention. The quality of Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation and Price Value simultaneously affect Purchase Intention. This is evidenced by the sig value.  $0.000 < 0.55$ , which means that there is a significant influence between the independent variables simultaneously on the dependent variable.*

*The conclusion of this study is that the variable Performance Expectancy and Hedonic Motivation can affect Purchase Intention in Shopee users, while other variables do not have a partial effect. And the Quality of Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation and Price Value simultaneously affect Purchase Intention in Shopee users. The 5 independent variables, namely Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation and Price Value have a correlation so that they can affect Purchase Intention in Shopee users.*