

ABSTRACT

The advancement of digital technology in the modern era of globalization has a positive influence on the Indonesian economy, especially changes in payment methods. With the advancement of digital technology that is increasingly advanced, payment methods using cash, ATM cards, and transfers via ATMs are starting to switch to digital payment systems. Considering also that during the Covid 19 pandemic the government advised the public to reduce physical contact in order to inhibit the spread of Covid 19, this had an impact on changes in people's behavior in making transactions.

ShopeePay is a digital payment service provider that is easy, safe, and satisfying. ShopeePay is part of SeaMoney, a digital financial service owned by Sea Group. Currently, ShopeePay is present in more than 500 cities and regencies in Indonesia and will continue to expand its acceptance to reach more users.

The method used in this research, namely using quantitative research methods with descriptive research types. The population used in this study, namely students who live in South Tangerang and use ShopeePay with a sample size of 400 respondents. The analysis technique that will be used is the classic assumption test and multiple regression analysis.

Based on the results of research using descriptive analysis with the help of SPSS for windows software, it shows that digital marketing, brand trust, has a significant effect simultaneously and partially on the decision to use ShopeePay.

Keywords: *Digital Marketing, Brand Trust, and Decision to Use*