

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economic  
Management Study Program  
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## ***ANALYSIS THE EFFECT OF HEDONIC MOTIVATION, SOCIAL INFLUENCE, FACILITATING CONDITIONS, TRUST, AND PERCEIVED TECHNOLOGY SECURITY ON BEHAVIORAL INTENTION OF MICRO SMALL AND MEDIUM ENTERPRISES TO ADOPT MOBILE PAYMENT IN BATAM CITY***

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### ***ABSTRACT***

*This study targeted to describe the effect of variable hedonic motivation, social influence, facilitating conditions, trust, and perceived technology security on behavioral intention of micro small and medium enterprises (UMKM) to adopt mobile payment in Batam City. Mobile payment such as Gopay, OVO, and Flazz BCA bring convenience and efficiency in business transaction, but not all of UMKM enterpriser use it in their daily life due to those independent variables.*

*Sample for this study collected from googleform questionnaire filled by 187 UMKM enterpriser in Batam City, and then the collected data is processed and tested using SPSS for descriptive statistic and CMB, and using PLS for outer loading, AVE, composite reability, cronbach's alpha, path coefficients, R-Square, and quality indeks.*

*The result obtained from data tested indicate hedonic motivation, facilitating conditions, and trust have a significant positive effect, and perceived technology security have a significant negative effect on behavioral intention od UMKM enterpriser. But the social influence variable showed no significant effect on behavioral intention of UMKM enterpriser.*

***Keywords*** : *hedonic motivation, social influence, facilitating conditions, trust, perceived technology security, behavioral intention, mobile payment, UMKM, PLS*