

ABSTRACT

The development of technology today is very fast. All aspects of life that are affected by these technological developments, it cannot be denied that the development of technology will facilitate all activities of human life. In recent years, the number of gamers in Indonesia has increased rapidly. The number of in-game transactions has also increased rapidly with the development of the game industry sector in Indonesia. Even so, there are still many difficulties in transacting in games, one of which is the difficulty of finding game vouchers. Codashop is a platform that will make it easy to top up games easily, quickly and safely. By doing Top Up for some android and personal computer games. Games that can Top Up in this codashop application start from the Free Fire game, Mobile Legend, PUBG Mobile, Call Of Duty and many other games that users of this application can do. Ease of using the Codashop application, users do not need to use an account to be able to enter the application.

This study aims to analyze the factors that influence consumer behavior interest in using Codashop website services in Indonesia by using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) use model change. These factors consist of Performance Expectations, Effort Expectations, Social Influence, Facilitation Conditions, Hedonic Motivation, Price Value, Website Habits and Quality as the main variables and Age and Gender as moderator variables.

This study uses a descriptive method to explain customer perceptions of variables and causal relationships between variables based on the hypothesis in the study. Data collection in this study was carried out through the distribution of online questionnaires via Google Form. The number of respondents in this study found 400 respondents who live in Indonesia. The data analysis technique used in this research is using Structural Equation Modeling (SEM) with SmartPLS 3.3.9 software.

This research provides an in-depth understanding of the Behavioral Intention and Use Behavior of Codashop users in Indonesia. The research results can be used by Codashop to formulate strategies to increase the Behavioral Intention and Use Behavior of Codashop users in Indonesia.

Keywords: *Model Change of UTAUT 2, Website, Top Up Voucher Game, Codashop, Structural Equation Modelling (SEM)*