

ABSTRACT

With the development of increasingly sophisticated technology, it provides very many benefits. Indonesian people also take advantage of current technological developments by using the internet to help with their daily activities, including digital payment activities, also known as e-wallet or e-money. Electronic money (e-money) or electronic money is a means of payment in the form of electronic where the money is stored in a certain electronic media application using internet access. One of the digital payments that is now being widely used by the public is ShopeePay.

This research was conducted with the aim of knowing how the effect of giving discounts, vouchers, and cashbacks on customer interest in using ShopeePay digital payments in Generation Z in the Bandung area. The researcher uses a descriptive type of research with a quantitative approach and uses a non-probability sampling data collection method with a purposive sampling type. The number of samples used in this study were 400 respondents. The data analysis method used is descriptive analysis and SEM (Structural Equation Model), data analysis using SmartPLS software version 3.3.6.

The result of this research is descriptive analysis shows that the variables of discount, voucher, cashback, and interest in using are in good category. Meanwhile, the analysis test shows that the discount, voucher and cashback variables have a positive and significant effect on the variable interest in using.

Keywords : *Discount, Voucher, Cashback, Interest in Using, E-Money, ShopeePay*