

ABSTRACT

The development of online networks thanks to extensive internet connectivity opens up many opportunities for e-commerce. One of the main reasons for the growth of e-commerce is the increasing use of mobile devices, especially smartphones. The internet makes shopping easier for people. E-commerce is growing thanks to increasing digital literacy and consumer knowledge about the benefits of online shopping.

Education continues to be provided to increase public awareness of the safe and effective use of e-commerce platforms. However, the emergence of e-commerce has created new financial needs that are considered more effective through e-payments than traditional payments. E-payment as an electronic payment system makes it easy to process transactions in e-commerce between consumers and sellers on the internet.

The purpose of this study is to evaluate the impact of e-payment and e-commerce services on supply chain efficiency. Multiple linear regression is one of the quantitative data analysis strategies used in this research strategy. The subjects of this research were 100 consumers who had made sales on the Tokopedia online shopping application. Data collection methods use the supply chain performance scale, e-payment service scale, and e-commerce service scale. The validity test of all scales produces a sig value $< 0,05$ that means all items declared valid, then the results of the reliability test calculation produce an alpha value $> 0,60$, which means the supply chain performance scale, e-payment service scale, and e-commerce service scale are declared reliable.

Based on the results of hypothesis testing that has been carried out, it is found that e-payment service has a partially significant influence on supply chain performance, e-commerce service has a partially significant influence on supply chain performance, and e-payment service and e-commerce service simultaneously has a significant influence on supply chain performance.

There are several suggestions from this research, including increasing the number of respondents so that the research results obtained can describe the population condition more optimally and can add variations to the independent variables so that we can find out all the factors that can influence supply chain performance. You can take advantage of using comparison software other than SPSS to compare results between software for more accurate results.

Keywords: *e-commerce, e-payment, supply chain performance*