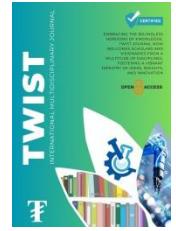




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Purpose of Using Electronic Payment System During Covid-19 Pandemic Era: Implementation of Health Belief Model and Technology Acceptance Model in Consumer Research

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Abstract

The aim of this study is to examine the impact of perceived susceptibility, perceived severity, of using electronic transaction and behavior during COVID 19 Pandemic in Indonesia. This study conducted in confirmatory approach with survey method. This study used 150 respondents with purposive sampling method. This research found that perceived susceptibility, perceived seriousness, perceived of usefulness had positive and significant impact to customer intention of using electronic transaction during COVID 19 Pandemic. While the perceived of ease of use had no impact on customer intention of using electronic transaction. This study can be a reference for the next studies about health belief model, customer intention, and consumer behavior especially in use electronic payment.

Keywords

Consumer Behavior, Health Belief Model, Technology Acceptance Model, Covid 19 Pandemic, Electronic Payment

The full length manuscript can be sought from the corresponding author or upon requesting the editorial office with due intensions for usage and implementation.