

FAKTOR – FAKTOR YANG MEMENGARUHI *ONLINE SHOPPING INTENTION*
TERHADAP PENGGUNA TOKOPEDIA SURABAYA

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ABSTRAK

Pertumbuhan dan perkembangan teknologi telah mengalami kemajuan yang begitu pesat. Hal ini yang memicu perusahaan untuk terus mencari peluang dengan salah satu cara yaitu melakukan perdagangan secara *online*. Penelitian ini bertujuan untuk mengetahui apa saja faktor – faktor yang mempengaruhi *online shopping intention* terhadap pengguna Tokopedia. Teori yang digunakan dalam penelitian ini adalah *Technology Acceptance Model (TAM)* dan *Unified Theory of Acceptance and use of Technology (UTAUT)* yang dikembangkan menjadi 4 variabel yaitu *perceived effectiveness of e-commerce institutional mechanism*, *adoption readiness*, *perceived risk*, dan *online shopping intention*.

Penelitian ini menggunakan sumber data primer dengan menyebarkan kuesioner secara *online*. Sampel yang digunakan dalam penelitian ini sebanyak 300 kuesioner. Data dianalisis dengan teknik *Structural Equation Modeling (SEM)* menggunakan software AMOS 22. Hasil penelitian ini menunjukkan bahwa *perceived effectiveness of e-commerce institutional mechanism*, *adoption readiness* yang terdiri dari *perceived usefulness*, *perceived ease of use*, *social influence*, *facilitating condition* berpengaruh positif dan signifikan terhadap *online shopping intention*. Variabel lain yaitu *perceived risk* berpengaruh negatif dan signifikan terhadap *perceived effectiveness of e-commerce institutional mechanism* dan *online shopping intention*.

Kata Kunci: *Institutional mechanism*, *adoption readiness*, *perceived risk*, *online shopping intention*.

*FACTORS AFFECTING ONLINE SHOPPING INTENTION TOWARD TOKOPEDIA
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ABSTRACT

Technology growth and development has progressed so rapidly. This encourages companies to look for opportunities by trading online. This study aims to determine what factors affect online shopping intention toward Tokopedia users. The Theory used in this research is Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) which is developed into 4 variables, perceived effectiveness of e-commerce institutional mechanism, adoption readiness, perceived risk, and online shopping intention.

This study uses primary data sources by distributing online questionnaires. The sample used in this study was 300 questionnaires. Data were analyzed using Structural Equation Modeling (SEM) techniques using AMOS 22. The result showed that perceived effectiveness of e-commerce institutional mechanisms, adoption readiness which consist of perceived usefulness, perceived ease of use, social influence, facilitating condition has a positive and significant effect on online shopping intention. Another variable, perceived risk has a negative and significant effect on perceived effectiveness of e-commerce institutional mechanisms and online shopping intention.

Keywords: Institutional mechanism, adoption readiness, perceived risk, online shopping intention.