

**ANALISIS MINAT MENGGUNAKAN APLIKASI *E-COMMERCE* SHOPEE DI
SURABAYA: PENDEKATAN *TECHNOLOGY*
*ACCEPTANCE MODEL***

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis faktor dari niat untuk menggunakan suatu teknologi dimana dalam penelitian ini menggunakan studi kasus pada aplikasi *e-commerce* Shopee. Penelitian ini menggunakan sumber data primer dengan melakukan penyebaran kuesioner secara *online*. Terdapat 150 kuesioner yang digunakan sebagai sampel dalam penelitian ini. Data penelitian ini dianalisa menggunakan SEM (*Structural Equation Modeling* dengan *software* SPSS (*Statistical Package for Social Sciences*) versi 25 dan *software* AMOS 22. Hasil penelitian ini menunjukkan bahwa *perceived usefulness* berpengaruh positif signifikan terhadap *intention to use* pada konsumen Shopee di Surabaya, *perceived ease of use* berpengaruh positif signifikan terhadap *perceived usefulness* pada konsumen Shopee di Surabaya, *trust* berpengaruh positif signifikan terhadap *intention to use* pada konsumen Shopee di Surabaya, *trust* berpengaruh positif signifikan terhadap *perceived usefulness* pada konsumen Shopee di Surabaya, *trust* berpengaruh positif signifikan terhadap *perceived ease of use* pada konsumen Shopee di Surabaya, *perceived enjoyment* berpengaruh positif signifikan terhadap *perceived ease of use* pada konsumen Shopee di Surabaya. Sedangkan *perceived ease of use* dan *perceived enjoyment* tidak berpengaruh terhadap *intention to use*.

Kata Kunci: TAM, *Intention To Use*, *Perceived Usefulness*, *Perceived Ease Of Use*, *Trust*, *Perceived Enjoyment*

***INTEREST IN USING THE SHOPEE E-COMMERCE APPLICATION IN
SURABAYA: TECHNOLOGY
ACCEPTANCE MODEL APPROACH***

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ABSTRACT

This study aims to determine and analyze the factors of the intention to use a technology which in this study uses a case study on the Shopee e-commerce application. This study uses primary data sources by distributing questionnaires online. There are 150 questionnaires used as samples in this study. The research data was analyzed using SEM (Structural Equation) with SPSS (Statistical Package for Social Sciences) software version 25 and AMOS 22 software. The results of this study indicate that perceived usefulness has a significant positive effect on intention to use on Shopee consumers in Surabaya, perceived ease of use has a significant positive effect on perceptions of usefulness on Shopee consumers in Surabaya, trust has a significant positive effect on intention to use on Shopee consumers in Surabaya, trust has a significant positive effect on perceived usefulness on Shopee consumers in Surabaya, trust has a significant positive effect on perceived ease of use on Shopee consumers in Surabaya, perceived enjoyment has a significant positive effect on perceived ease of use for Shopee consumers in Surabaya, while perceived ease of use and perceived enjoyment have no effect on usage intentions.

Keywords: TAM, Intention To Use, Perceived Usfulness, Perceived Ease Of Use, Trust, Perceived Enjoyment.

