

FAKTOR-FAKTOR YANG MEMENGARUHI NIAT PERILAKU PENGGUNA M-COMMERCE SHOPEE DI INDONESIA

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ABSTRAK

Lingkungan bisnis mengalami perubahan karena adanya perkembangan teknologi yang begitu pesat. Perubahan pada lingkungan bisnis mendorong munculnya tren bisnis yang disebut *e-commerce*. Mayoritas pengguna *e-commerce* melakukan transaksi melalui aplikasi di perangkat *mobilyenya* (*m-commerce*). Penelitian ini bertujuan untuk mengetahui faktor-faktor yang menjadi pemicu niat konsumen untuk menggunakan *m-commerce* Shopee di Indonesia. Teori yang digunakan pada penelitian ini yaitu UTAUT (*Unified Theory of Acceptance and Use of Technology*) yang diperluas dengan menggunakan 8 variabel yang terdiri dari *performance expectancy*, *social influence*, *facilitating condition*, *hedonic motivation*, *habit*, *perceived trust*, *perceived security*, dan *behavioral intention*. Pendekatan kuantitatif digunakan pada penelitian ini dengan mengumpulkan data melalui survei secara *online*, didapat sebanyak 250 data responden yang sesuai kriteria. Data dianalisis menggunakan metode SEM (*Structural Equation Model*) dan menggunakan *software AMOS Graphic 22*. Hasil penelitian menunjukkan bahwa *performance expectancy*, *facilitating condition*, *hedonic motivation*, *habit*, *perceived trust* berpengaruh positif signifikan terhadap *behavioral intention* pengguna Shopee di Indonesia. *Habit* ditemukan menjadi variabel yang paling signifikan sebagai penentu terhadap niat perilaku pengguna *m-commerce* Shopee Indonesia. Pengaruh *social influence* terhadap *behavioral intention* ditemukan berpengaruh negatif signifikan dan variabel *perceived security* tidak signifikan terhadap *behavioral intention*.

Kata kunci: *Unified Theory of Acceptance and Use of Technology*, UTAUT 2, *m-commerce*, niat perilaku, *structural equation model*

**FACTORS AFFECTING THE BEHAVIORAL INTENTION OF M-COMMERCE
SHOPEE USERS IN INDONESIA**

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ABSTRACT

The business environment has changed due to the rapid development of technology. Changes in the business environment encourage the emergence of a business trend called e-commerce. The majority of e-commerce users makes transactions through applications on their mobile devices (m-commerce). This study aims to determine the factors that drives consumer intentions to use Shopee m-commerce in Indonesia. The theory used in this study is UTAUT (Unified Theory of Acceptance and Use of Technology) which is expanded using 8 variables consisting of performance expectations, social influence, facilitating conditions, hedonic motivation, habits, perceived trust, perceived security, and behavioral intention. A quantitative approach was used in this study by collecting data through an online survey, obtained as many as 250 respondent data that met the criteria. Data were analyzed using the SEM (Structural Equation Model) method and using AMOS Graphic 22 software. The results showed that performance expectancy, facilitating conditions, hedonic motivation, habit, perceived trust have a significant positive effect on the behavioral intention of Shopee users in Indonesia. Habit is the most significant variable as a determinant of the behavioral intention of Shopee Indonesia m-commerce users. The influence of social influence on behavioral intention was found to have a significant negative effect and the perceived security variable was not significant on behavioral intention.

Keywords: Unified Theory of Acceptance and Use of Technology, UTAUT 2, m-commerce, behavioral intention, structural equation model