

PENGARUH *ATTITUDE*, *SELF-EFFICACY*, *TRUST* YANG MEMENGARUHI
INTENTION TO ADOPT MOBILE SHOPPING GENERASI MUDA DI
SURABAYA

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ABSTRAK

Perubahan zaman membawa beberapa perubahan dibidang teknologi dan informasi. Munculnya aplikasi pada perangkat seluler menjadi salah satu dampak yang muncul. Penelitian ini bertujuan untuk mengetahui pengaruh *attitude*, *subjective norm self-efficacy*, *trust*, *perceived risk* dan *perceived cost* terhadap *intention to adopt mobile shopping* di Surabaya. Objek penelitian ini adalah *mobile shopping* secara umum. Pengolahan data dilakukan dengan SEM (*Structural Equation Model*) menggunakan SPSS AMOS 22.0. Data yang digunakan pada penelitian ini diambil melalui kuesioner yang disebarakan secara *online*. Penelitian ini menggunakan 166 responden berusia minimal 17 tahun keatas yang pernah melakukan pembelian dengan perangkat *mobile shopping* dalam 6 bulan terakhir. Hasil penelitian ini menunjukkan terdapat pengaruh positif signifikan antara *attitude towards mobile shopping*, *self-efficacy*, dan *trust* terhadap *intention to adopt mobile shopping*. Sedangkan *subjective norm* tidak berpengaruh terhadap *intention to adopt mobile shopping*. *Perceived cost* memiliki pengaruh negatif terhadap *intention to adopt mobile shopping*, sedangkan *perceived risk* tidak terbukti berpengaruh negatif terhadap *intention to adopt mobile shopping*.

Kata kunci: *Self-efficacy*, *Trust*, *Mobile Shopping*, TRA, *Perceived Risk*, *Perceived Cost*

*INFLUENCE OF ATTITUDE, SELF-EFFICACY, TRUST THAT INFLUENCE
INTENTION TO ADOPT MOBILE SHOPPING YOUNG GENERATION
IN SURABAYA*

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ABSTRACT

The changing times have brought several changes in the technology and information field. The emergence of applications on mobile devices is one of the impacts. This research aims to determine the influence of attitude, subjective norm self-efficacy, trust, perceived risk dan perceived cost against intention to adopt mobile shopping in Surabaya. The object in this research is mobile shopping in general. Data processing was performed using SEM (Structural Equation Model) with SPSS AMOS 22.0. The data used in this study collected by online questionnaires. This study used 166 respondents aged at least 17 years and above who have made purchases with mobile devices in the last 6 months. The results of this research indicate that there is a significant positive between attitude towards mobile shopping, self-efficacy, and trust to intention to adopt mobile shopping. While subjective norm do not have an influence to intention to adopt mobile shopping. Perceived cost have negative influence to intention to adopt mobile shopping, while perceived risk do not proven have negative effect to intention to adopt mobile shopping

Keywords: Self-efficacy, Trust, Mobile Shopping, TRA, Perceived Risk, Perceived Cost