

Analisis pengaruh perceived usefulness, perceived enjoyment, dan perceived ease of use terhadap intention to use smartphone dalam melakukan mobile shopping: studi kasus Lazada = Causal analysis of perceived usefulness perceived enjoyment and perceived ease of use of the intention to use smartphone in mobile shopping: case study Lazada

Gultom, Richard Boloni, author

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Abstrak

Mobile commerce atau biasa disebut m-commerce merupakan cabang dari ecommerce yang memungkinkan konsumen untuk melakukan kegiatan e-commerce dengan lebih fleksibel, dimanapun dan kapanpun, didukung dengan perkembangan teknologi terkini seperti smartphone, tablet, dan mobile gadget lainnya. Berbagai jenis online shop yang ada di Indonesia memanfaatkan kesempatan ini untuk membuat aplikasi dan mobile version dari online shop mereka. Penelitian ini dilakukan untuk menganalisis pengaruh dimensi Technology Acceptance Model (TAM) oleh Davis (1989) yang terdiri dari perceived usefulness, perceived enjoyment, dan perceived ease of use terhadap satisfaction serta intention to use (purchase intentions) konsumen terhadap aplikasi mobile purchasing dengan menggunakan studi kasus Lazada yang merupakan jenis e-commerce B2C. Responden dari penelitian ini adalah orang-orang yang sudah pernah menggunakan situs Lazada Indonesia dalam kurun waktu satu tahun terakhir. Metode pengolahan data yang digunakan adalah Structural Equation Modelling (SEM). Hasil dari penelitian menunjukkan bahwa perceived usefulness, dan perceived enjoyment memiliki pengaruh positif langsung terhadap intention to use. Sedangkan perceived ease of use berpengaruh positif terhadap intention to use secara tidak langsung dengan mediasi satisfaction, perceived usefulness, dan perceived enjoyment. Selain itu, perceived usefulness, dan perceived enjoyment memiliki pengaruh positif langsung terhadap satisfaction.

Mobile commerce or m-commerce is commonly called is a branch of e-commerce that allows consumers to conduct e-commerce with more flexible, wherever and whenever, supported by the latest technological developments such as smartphones, tablets, and other mobile gadgets. Different types of online shop in Indonesia take advantage of this opportunity to make an application and a mobile version of their online shop. This study was conducted to analyze the effect of the dimensions of the Technology Acceptance Model (TAM) by Davis (1989), which consists of perceived usefulness, perceived enjoyment and perceived ease of use to the satisfaction and the intention to use (purchase intentions) of consumers to mobile app purchasing by using study Lazada case which is a type of e-commerce B2C. The respondents of this research are people who have been using the site Lazada Indonesia within the past year. Data processing method used is Structural Equation Modelling (SEM). Results from the study showed that perceived usefulness and perceived enjoyment has a direct positive influence on the intention to use. While the perceived ease of use positively affects intention to use indirectly by mediation satisfaction, perceived usefulness and perceived enjoyment. In addition, perceived usefulness and perceived enjoyment has a direct positive influence on satisfaction.