

Faktor–faktor yang mempengaruhi penggunaan aplikasi belanja Shopee = Factors that affecting the use of the Shopee shopping apps

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Abstrak

Tujuan utama penelitian ini adalah untuk mengetahui apa saja faktor – faktor dalam unified theory of acceptance and use of technology 2 (UTAUT2) yang mempengaruhi behavioral intention dan use behavior dari aplikasi belanja Shopee. Selain itu, penelitian ini juga bertujuan untuk mengetahui apakah faktor deal proneness mampu mempengaruhi penggunaan aplikasi belanja Shopee. Penelitian ini dilakukan di Indonesia dengan total responden sebanyak 219 orang. Pengolahan data dilakukan dengan menggunakan software LISREL 8.8. Hasil penelitian menemukan bahwa variabel effort expectancy, facilitating conditions, dan habit memiliki pengaruh terhadap behavioral intention. Habit juga terbukti memiliki pengaruh terhadap use behavior, demikian juga behavioral intention dan deal proneness.

.....The main objective of this research is to see what factors in the integrated theory of acceptance and use of technology 2 (UTAUT2) are influence the behavioral intention to use Shopee shopping application and the usage behavior. In addition, this study also aims to determine whether the deal proneness factor is vulnerable to affect the use of the Shopee shopping application. This research was conducted in Indonesia with a total of 219 respondents. Data processing was performed using LISREL 8.8 software. The results of the study found that the variables of effort expectations, facilitation conditions, and habits had an influence on behavioral intention, and the variables of habits, behavioral intention and agreement tendency had an influence on usage behavior. Habit is also shown to have an influence on use behavior, as well as behavioral intention and deal proneness