

## Analisis penerimaan dan perilaku penggunaan aplikasi mobile grocery shopping pada konsumen muslim Indonesia = Analysis of mobile grocery shopping application and user behavior on Indonesian muslim consumer

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### Abstrak

Penggunaan teknologi berbasis internet telah merubah perilaku konsumsi masyarakat Indonesia. Saat ini masyarakat lebih cenderung untuk melakukan pembelian barang melalui aplikasi pada smartphone mereka. Tidak terkecuali dalam membeli bahan makanan, dimana saat ini sudah banyak aplikasi mobile grocery shopping yang menyediakan layanan tersebut. Namun, penggunaan logo halal pada laman penjualan produk di aplikasi mobile grocery shopping masih sangat terbatas. Hal tersebut menjadi dilema terhadap konsumen muslim Indonesia yang membutuhkan kepastian atas kehalalan produk yang dikonsumsi. Penelitian ini menggunakan model Technology Acceptance Model (TAM) yang diperluas untuk menganalisis penerimaan dan perilaku penggunaan aplikasi mobile grocery shopping oleh konsumen Muslim Indonesia. Pemilihan sampel penelitian dilakukan dengan metode purposive sampling dan data yang diolah sebanyak 234 responden yang pernah menggunakan aplikasi mobile grocery shopping dalam waktu tiga bulan terakhir. Penyebaran kuesioner penelitian dilakukan secara daring dan analisis data dilaksanakan dengan pendekatan Partial Least Square- Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa konstruk TAM berpengaruh pada perilaku penggunaan aplikasi mobile grocery shopping. Sikap terhadap penggunaan aplikasi mobile grocery shopping memiliki pengaruh yang memediasi antara persepsi kegunaan dan persepsi kemudahan dengan intensi penggunaan. Selain itu sikap terhadap penggunaan aplikasi mobile grocery shopping ditemui memediasi secara penuh hubungan antara penggunaan logo halal dengan intensi penggunaan. Penelitian ini juga menemukan bahwa visibilitas dan persepsi kesenangan berimplikasi berpengaruh terhadap persepsi kegunaan. Selain itu persepsi kesenangan juga berpengaruh terhadap persepsi kemudahan. Namun norma subjektif, persepsi resiko, dan penggunaan logo halal tidak mempengaruhi intensi penggunaan aplikasi mobile grocery shopping secara langsung.

.....The use of internet-based technology has changed the consumption behavior of Indonesian people. Nowadays people are more inclined to make purchases of goods through applications on their smartphones. There are no exceptions in buying groceries, where currently there are many mobile grocery shopping applications that provide these services. However, the use of the halal logo on product sales pages in the grocery shopping mobile application is still very limited. This is a dilemma for Indonesian Muslim consumers who need certainty about the halalness of the products they consume. This study uses an extended Technology Acceptance Model (TAM) to analyze the acceptance and behavior of using mobile grocery shopping applications by Indonesian Muslim consumers. The selection of the research sample was carried out by purposive sampling method and the data were processed as many as 234 respondents who had used the mobile grocery shopping application in the last three months. The distribution of research questionnaires was carried out online and data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach. The results showed that the TAM construct had an effect on the behavior of using the grocery shopping mobile application. Attitudes towards the use of mobile

grocery shopping applications have a mediating effect between perceived usefulness and perceived ease of use with usage intentions. In addition, attitudes towards the use of mobile grocery shopping applications were found to fully mediate the relationship between the use of halal logos and usage intentions. This study also found that visibility and perceived pleasure had implications for perceived usefulness. In addition, the perception of pleasure also affects the perception of ease. However, subjective norms, risk perception, and the use of halal logos do not directly affect the intention to use the grocery shopping mobile application.