

# Pengaruh Sikap, Norma Subjektif, Perceived Behavior Control, dan Penggunaan Media Sosial Terhadap Niat Penggunaan Fitur Pembayaran E-Commerce Pay Later = The Influence of Attitudes, Subjective Norms, Perceived Behavior Control, and Social Media Use on Intention to Use the E-Commerce Pay Later Payment Feature

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## Abstrak

Media sosial membuka peluang perusahaan dan konsumen untuk saling terhubung melalui pertukaran informasi dan komunikasi di media sosial. Salah satu industri digital yang berkembang cepat saat ini adalah e-commerce dan di dalamnya termasuk fitur pembayaran. Pay later adalah fitur pembayaran yang berkembang paling pesat, sehingga niat penggunaan fitur ini menjadi menarik untuk diteliti. Penelitian ini menggabungkan sikap, norma subjektif, perceived behavior control, dan penggunaan media sosial untuk melihat pengaruhnya terhadap niat penggunaan fitur pembayaran e-commerce pay later. Penelitian kuantitatif ini mendapatkan 129 responden dari hasil penyebaran kuesioner secara online. Dari keempat hipotesis yang diajukan, ditemukan bahwa sikap, norma subjektif, perceived behavior control, dan penggunaan media sosial memiliki pengaruh yang signifikan dan positif terhadap niat penggunaan fitur pembayaran e-commerce pay later. Penelitian ini menunjukkan bagaimana TPB dan penggunaan media sosial dapat digunakan untuk mengukur niat penggunaan teknologi non komunikasi seperti pay later. Faktor-faktor ini berperan penting dan perlu dipertimbangkan bagi perusahaan dalam strategi meningkatkan niat penggunaan sebuah teknologi.

.....Social media opens up opportunities for companies and consumers to connect with each other through exchanging information and communication on social media. One of the digital industries that is developing rapidly at the moment is e-commerce, including its payment features. Pay later is the fastest growing payment feature, therefore the intention to use this feature is interesting to study. This research combines attitudes, subjective norms, perceived behavior control and social media use to see their influence on intentions to use the e-commerce pay later payment feature. This quantitative research obtained 129 respondents from distributing questionnaires online. Of the four hypotheses proposed, it was found that attitudes, subjective norms, perceived behavior control, and social media use have a significant and positive influence on the intention to use the e-commerce pay later payment feature. This research shows how TPB and social media use can be used to measure intentions to use non-communication technologies such as pay later. These communication factors play an important role and need to be considered by companies in their strategy to increase their intention to use technology.