

ABSTRAK

Rani Herliyani, 2024, Analisis Penggunaan Teknologi Pada *E-Commerce* Tokopedia dengan Pendekatan UTAUT Model (Studi Kasus Pengguna Tokopedia di Tasikmalaya)

Kemajuan internet telah mendorong perkembangan industri *e-commerce* dengan Tokopedia menjadi salah satu *platform e-commerce* terkemuka di Indonesia. Penelitian ini didasarkan pada fenomena masalah penurunan penggunaan *e-commerce* pada kuartal dua tahun 2023. Akan tetapi hal ini berbanding terbalik dengan pengguna Tokopedia di Tasikmalaya yang mengalami peningkatan. Fenomena ini menunjukkan bahwa Tokopedia perlu memahami perilaku konsumen untuk meningkatkan daya saingnya. Tujuan dari penelitian ini adalah untuk mengetahui faktor apa saja yang memengaruhi individu dalam menerima dan menggunakan teknologi *e-commerce* Tokopedia.

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif deskriptif dengan menggunakan model *Unified Theory of Acceptance and Use of Technology* (UTAUT). Teknik pengumpulan data melalui kuesioner. Populasi dalam penelitian adalah pengguna Tokopedia di Tasikmalaya dengan jumlah sampel yang digunakan sebanyak 255 responden. Teknik analisis data dan uji hipotesis yang digunakan adalah *Structural Equation Modelling – Partial Least Square* (SEM-PLS) dengan *software* SmartPLS 4.0.

Hasil penelitian ini menunjukkan bahwa *Performance Expectancy* (X1), *Effort Expectancy* (X2), *Social Influence* (X3), *Facilitating Condition* (X4) berpengaruh signifikan terhadap *Behavioral Intention* (Z), selanjutnya *Performance Expectancy* (X1), *Social Influence* (X3), *Facilitating Condition* (X4) berpengaruh signifikan terhadap *Use Behavior* (Y), sedangkan *Effort Expectancy* (X2) tidak berpengaruh terhadap *Use Behavior* (Y). Kemudian *Behavioral Intention* (Z) mampu memediasi *Performance Expectancy* (X1), *Effort Expectancy* (X2), *Social Influence* (X3), *Facilitating Condition* (X4) terhadap *Use Behavior* (Y) sehingga hasil tersebut menunjukkan pengaruh yang signifikan pada pengguna Tokopedia di Tasikmalaya.

Penelitian ini diharapkan mampu memberikan pengetahuan tambahan bagi pengguna Tokopedia serta dapat bermanfaat bagi berbagai pihak dalam meningkatkan adopsi teknologi *e-commerce* khususnya aplikasi Tokopedia sebagai *platform e-commerce*.

Kata kunci : *E-Commerce*, Tokopedia, *Unified Theory of Acceptance And Use Of Technology* (UTAUT)

ABSTRACT

Rani Herliyani, 2024, *Analysis of Technology Use on E-Commerce Tokopedia with the UTAUT Model Approach (Case Study of Tokopedia Users in Tasikmalaya)*

The advancement of the internet has driven the development of the e-commerce industry with Tokopedia being one of the leading e-commerce platforms in Indonesia. This research is based on the phenomenon of the problem of decreasing e-commerce usage in the second quarter of 2023. However, this is inversely proportional to Tokopedia users in Tasikmalaya, which has increased. This phenomenon shows that Tokopedia needs to understand consumer behavior to increase its competitiveness. The purpose of this research is to find out what factors influence individuals in accepting and using Tokopedia's e-commerce technology.

The method used in this research is descriptive quantitative method using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. Data collection techniques through questionnaires. The population in the study were Tokopedia users in Tasikmalaya with a total sample size of 255 respondents. The data analysis technique and hypothesis testing used is Structural Equation Model-Partial Least Square (SEM-PLS) with SmartPLS 4.0 software.

The results of this study show that Performance Expectancy (X1), Effort Expectancy (X2), Social Influence (X3), Facilitating Condition (X4) have a significant effect on Behavioral Intention (Z), then Performance Expectancy (X1), Social Influence (X3), Facilitating Condition (X4) have a significant effect on Use Behavior (Y), while Effort Expectancy (X2) has no effect on Use Behavior (Y). Then Behavioral Intention (Z) was able to mediate Performance Expectancy (X1), Effort Expectancy (X2), Social Influence (X3), Facilitating Condition (X4) on Use Behavior (Y) so that the results showed a significant influence on Tokopedia users in Tasikmalaya.

This research is expected to be able provide additional knowledge for Tokopedia users and can be useful for various in increasing the adaption e-commerce technology, especially the Tokopedia application as an e-commerce platform.

Keywords: *E-Commerce, Tokopedia, Unified Theory of Acceptance and Use of The Technology (UTAUT)*