

**THE INFLUENCE OF PERFORMANCE
EXPECTANCY, EFFORT EXPECTANCY,
SOCIAL INFLUENCE, AND FACILITATING
CONDITION ON INTENTION TO USE TOWARD
SHOPEE MART IN INDONESIA**



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2019**

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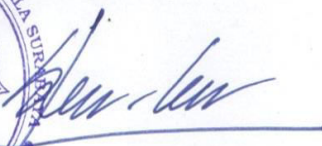
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Surabaya, 18 June 2019
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Tika Wulandari

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ABSTRAK

Di era modern ini, perkembangan teknologi dan globalisasi telah menyebabkan perubahan pada budaya ekonomi masyarakat Indonesia. Internet telah menjadi salah satu media yang sering digunakan oleh masyarakat dalam melakukan komunikasi dan bisnis. Dengan adanya internet, maka terjadi perkembangan bisnis dalam basis online yang kini mulai diminati oleh masyarakat. Bisnis tersebut salah satunya adalah e-commerce. E-commerce adalah transaksi jual beli (bisnis) menggunakan internet, ada pula perkembangan teknologi seperti smartphone merupakan salah satu factor pendukung dalam pengembangan e-commerce tersebut. Pemanfaatan teknologi dalam kegiatan berbelanja memiliki potensi besar dalam meningkatkan pendapatan masyarakat dan juga bagi perusahaan. Hasil pengujian menunjukan bahwa ekspektasi kinerja, kinerja usaha, pengaruh sosial, kondisi fasilitas mempunyai pengaruh secara signifikan dan memberikan pengaruh positif terhadap niat seseorang dalam menggunakan teknologi aplikasi. Dalam penelitian ini terdapat saran yang dapat diberikan peneliti yaitu agar Shopee Mart terus meningkatkan layanan untuk tetap mempermudah pengguna dalam berbelanja hanya dengan melalui aplikasi, memberikan reward terhadap konsumen yang merekomendasikan Shopee Mart dengan cara membagikan link atau pesan keteman, dan menambah fitur lebih banyak dalam layanan aplikasi berbelanja tersebut. Sebagai saran akademis diharapkan penelitian berikutnya menggunakan variabel – variabel lain seperti trust, price value, attitude, dan risk.

Kata Kunci:*Performance expectancy, effort expectancy, social influence, facilitating condition, intention to use.*

ABSTRACT

In this modern era, technological developments and globalization have caused changes in the economic culture of the Indonesian people. The internet has become one of the media that is often used by the public in conducting communication and business. With the existence of the internet, there has been a development of business in an online base that is now starting to be in demand by the public. One of these businesses is e-commerce. E-commerce is a sale and purchase transaction (business) using the internet, there are also developments in technology such as smartphones is one of the supporting factors in the development of e-commerce. The use of technology in shopping activities has great potential in increasing people's income and also for companies.

The test results show that performance expectancy, effort expectancy, social influence, facilitating conditions have a significant and positive influence on individuals intentions in using application technology.

In this study there are suggestions that can be given by researchers, namely that Shopee Mart applications continues to improve services to make it easier for users to shop only through applications, provide rewards to consumers who recommend Shopee Mart by sharing links or messages to friends, and adding more features in the shopping application service.

As academic advice, it is expected that subsequent research uses other variables such as trust, price value, attitude, and risk.

Key Word: Performance expectancy, effort expectancy, social influence, facilitating condition, intention to use.