

ABSTRAK**ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI PENGGUNAAN WEBSITE DAN APLIKASI SHOPEE UNTUK BERBELANJA ONLINE PADA MAHASISWA UNIVERSITAS SANATA DHARMA**

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Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi penggunaan *website* dan aplikasi Shopee untuk berbelanja *online* pada mahasiswa Universitas Sanata Dharma. Variabel yang digunakan dalam penelitian ini adalah *subjective norms, image, job relevance, output quality, result demonstrability, computer self-efficacy, perception of external control, computer anxiety, computer palyfulness, perceived enjoyment, objective usability, experience, voluntariness, perceived usefulness, perceived ease of use, behavior intention*, dan *behavior* yang berasal dari *technology acceptance model 3 (TAM3)*.

Responden dalam penelitian ini adalah mahasiswa yang pernah berbelanja secara *online* menggunakan *website* dan aplikasi Shopee. Pengambilan sampel dilakukan dengan *purposive sampling* dan *random sampling*. Teknik pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 266 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah *partial least square-structural equation modeling (PLS-SEM)*.

Hasil penelitian menunjukkan bahwa faktor-faktor yang memengaruhi penggunaan *website* dan aplikasi Shopee untuk berbelanja *online* adalah *subjective norms, job relevance, computer self-efficacy, perceptions of external control, perceived enjoyment, perceived ease of use, perceived usefulness, behavior intention*. Variabel lain seperti *image, job relevance, result demonstrability*, dan *objective usability* tidak memengaruhi perilaku penggunaan aplikasi dan *website* Shopee dalam berbelanja *online*.

Kata kunci: aplikasi, *e-commerce*, *technology acceptance model 3 (TAM3)*, *website*.

ABSTRACT

ANALYSIS OF FACTORS THAT INFLUENCE THE USE OF WEBSITE AND SHOPEE APPLICATION FOR ONLINE SHOPPING IN STUDENTS OF SANATA DHARMA UNIVERSITY

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This study aims to know factors that influence the use of website and Shopee application for online shopping in students of Sanata Dharma University. The variables used in this research are subjective norms, images, job relevance, output quality, result demonstrability, computer self-efficacy, perception of external control, computer anxiety, computer playfulness, perceived enjoyment, objective usability, experience, voluntariness, perceived usefulness, perceived ease of use, behavior intention, and behavior from TAM3.

Respondent of this research was students of Sanata Dharma University ever doing online shop using the Shopee website and application. The sampling method in this research is purposive sampling and random sampling. Data collection technique used questionnaire to 266 respondents. Data analysis technique used in this research is partial least square-structural equation modeling (PLS-SEM).

The results showed that factors influence the use of Shopee website and application for online shopping are subjective norms, job relevance, computer self-efficacy, perceptions of external control, perceived enjoyment, perceived ease of use, perceived usefulness, behavior intention. Other variables such as image, job relevance, result demonstrability, and objective usability don't affect the behavior of using Shopee application and website when online shopping.

Keywords: application, e-commerce, technology acceptance model 3 (TAM3), website.