

ABSTRAK

Berbicara tentang perkembangan teknologi tentu saja mengarah kepada sebuah perubahan. Perubahan yang dimaksud adalah perubahan pola konsumsi masyarakat mengenai cara berbelanja melalui toko fisik (*offline*) melalui toko *online* atau biasa disebut dengan *online marketplace*. Dalam mengelola bisnis *online marketplace* penting untuk mengetahui faktor-faktor yang mempengaruhi *Intention To Purchase* pelanggan dalam menggunakan *online marketplace* seperti dalam *TAM Factors (Perceived Usefulness, Perceived Ease of Use)* dan *Social Factors (Social Influence, Peer Influence)* serta *Attitude towards mobile app use* dalam menggunakan aplikasi *online marketplace* untuk berbelanja dan Tokopedia sebagai objek yang digunakan dalam penelitian. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode analisis data SEM yang dibantu *software Partial Least Square (PLS)*. Pengumpulan data dilakukan dengan penyebaran kuisioner berupa *google form* kepada masyarakat yang ada di kota Palu dan kota Surabaya yang menggunakan aplikasi *online marketplace* Tokopedia.

Pada penelitian ini menggunakan teknik *random sampling* dan data yang diperoleh sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa (1) *Perceived Usefulness* mempengaruhi *Attitude towards mobile app use*, (2) *Perceived Ease of Use* mempengaruhi *Attitude towards mobile app use*, (3) *Social Influence* tidak mempengaruhi *Attitude towards mobile app use*, (4) *Peer Influence* mempengaruhi *Attitude towards mobile app use*, (5) *Attitude towards mobile app use* tidak mempengaruhi *Intention To Purchase*, (6) *Perceived Usefulness* tidak mempengaruhi *Intention To Purchase*, (7) *Perceived Ease of Use* tidak mempengaruhi *Intention To Purchase*, (8) *Social Influence* tidak mempengaruhi *Intention To Purchase*, dan (9) *Peer Influence* tidak mempengaruhi *Intention To Purchase*. Maka dari itu, berdasarkan hasil penelitian ini dapat disimpulkan bahwa nilai dalam *TAM Factors* lebih tinggi dibandingkan hal terkait dengan *Social Factors* terhadap *Attitude towards mobile app use*. Hal ini terjadi karena individu melihat kegunaan dan kemudahan dalam menyikapi penggunaan *online marketplace* dan pengaruh teman sebaya.

Kata Kunci : *Perceived Usefulness, Perceived Ease of Use, Social Influence, Peer Influence, Attitude towards mobile app use, Intention To Purchase, Technology Acceptance Models (TAM), Social Factors, Online Marketplace.*

ABSTRACT

Talking about technological developments, of course, leads to the change. The change that is meant the change of people's consumption pattern regarding how to shop through physical stores (offline) through online stores or commonly are mentioned with online marketplace. In managing online marketplace business, it is important to know the factors that affect customers' Intention to Purchase in using online marketplace such as in TAM Factors (perceived usefulness, perceived ease of use) and Social Factors (social influence, peer influence) and attitude towards mobile app use. in using the online marketplace application for shopping and Tokopedia as an object that is used in research. This research is quantitative research by using SEM data analysis method that is assisted by Partial Least Square (PLS) software. Data collection is done by distributing like google form to people who are in Palu city and Surabaya city who use the Tokopedia online marketplace application.

In this research, it uses random sampling technique and data that is obtained is 100 respondents. The results of this research indicate that (1) perceived usefulness affects attitude towards mobile app use, (2) perceived ease of use affects attitude towards mobile app use, (3) social influence does not affect attitude towards mobile app use, (4) peer influence affects attitude towards mobile app use, (5) attitude towards mobile app use does not affect intention to purchase, (6) perceived usefulness does not affect intention to purchase, (7) perceived ease of use does not affect intention to purchase, (8) social influence does not affect intention to purchase, and (9) peer influence does not affect intention to purchase. Therefore, based on the results of this research, it can be concluded that the value in TAM Factors is higher than things that are related to social factors on attitude towards mobile app use. This thing occurs because individuals see the usefulness and convenience in behaving the use of online marketplace and peer influence.

Keywords : *Perceived Usefulness, Perceived Ease of Use, Social Influence, Peer Influence, Attitude towards mobile app use, Intention To Purchase, Technology Acceptance Models (TAM), Social Factors, and Online Marketplace.*