

## ABSTRAK

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### **ANALISIS PENGARUH *TRUST, ANXIETY, PERSONAL INNOVATIVENESS, PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY, SOCIAL INFLUENCE, FACILITATING CONDITIONS*, TERHADAP *ATTITUDE* DAN *BEHAVIORAL INTENTION* DAN PADA AKHIRNYA *USE BEHAVIOUR* PADA PELANGGAN APLIKASI BLIBLI.COM DI SURABAYA**

(xx + 231 halaman: 27 gambar, 63 tabel; 4 lampiran)

Pada era globalisasi ini perkembangan mengenai teknologi menjadi semakin pesat dan membuat setiap orang memiliki kapasitas yang sama untuk dapat memanfaatkan teknologi terutama didalam melakukan bisnis. Penggunaan internet dalam dunia bisnis, saat ini dikenal dengan istilah *e-commerce* atau *electronic commerce*. *E-commerce* sendiri memberikan dampak terhadap persaingan bisnis yang semakin ketat. Oleh sebab itu, penting bagi industri *e-commerce* untuk terus meningkat *use behaviour*, agar perusahaan dapat tetap bersaing dan bertahan di tengah persaingan dalam industri *e-commerce*.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari *trust, anxiety, personal innovativeness, performance expectancy, effort expectancy, social influence, facilitating conditions*, terhadap *attitude* dan *behavioral intention* dan pada akhirnya *use behaviour*. Manfaat dari penelitian ini adalah untuk menambah wawasan khususnya untuk mengetahui seberapa besar pengaruh dari *attitude* dan *behavioral intention* sehingga dapat meningkatkan *use behaviour*.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu SPSS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner menggunakan teknik *snowball sampling* kepada 195 responden dengan karakteristik responden yaitu berjenis kelamin baik pria maupun wanita, bertempat tinggal di Surabaya, berusia 18-60 tahun (Kotler dan Armstrong, 2009), mengunduh secara mandiri aplikasi Blibli.com di *handphone* dalam 1 tahun terakhir, pernah menggunakan dan melakukan pembelian dari aplikasi Blibli.com minimal 2 kali dalam enam bulan terakhir.

Dalam penelitian ini terdapat 9 hipotesis diantaranya 5 hipotesis diterima dan 4 hipotesis ditolak. Hipotesis yang diterima adalah *anxiety* berpengaruh signifikan terhadap *attitude*, *personal innovativeness* berpengaruh signifikan terhadap *attitude*, *performance expectancy* berpengaruh signifikan terhadap *attitude*, *attitude* berpengaruh signifikan terhadap *behavioral intention*, dan *behavioral intention* berpengaruh signifikan terhadap *use behaviour*. Hipotesis yang ditolak adalah *trust* berpengaruh signifikan terhadap *attitude*, *effort expectancy* berpengaruh signifikan terhadap *attitude*, *social influence* berpengaruh signifikan terhadap *attitude*, dan *facilitating conditions* berpengaruh signifikan terhadap *attitude*.

Referensi: 108 (1975-2021)

## ABSTRACT

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**ANALYSIS OF TRUST, ANXIETY, PERSONAL INNOVATIVENESS, PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY, SOCIAL INFLUENCE, FACILITATING CONDITIONS, TOWARDS ATTITUDE AND BEHAVIORAL INTENTION AND IN THE END USE BEHAVIOUR ON BLIBLI.COM APPLICATION CUSTOMER IN SURABAYA**

(xx + 231 pages: 27 picture, 63 tables; 4 attachments)

In this era of globalization, the development of technology is becoming increasingly rapid and makes everyone have the same capacity to be able to take advantage of technology, especially in doing business. The use of the internet in the business world is currently known as e-commerce or electronic commerce. E-commerce itself has an impact on increasingly fierce business competition. Therefore, the e-commerce industry needs to continue to increase use behavior, so that companies can remain competitive and survive during competition in the e-commerce industry.

The purpose of this study was to determine the effect of trust, anxiety, personal innovativeness, performance expectancy, effort expectancy, social influence, facilitating conditions, on attitude and behavioral intention, and ultimately use behavior. The benefit of this research is to add insight, especially to find out how big the influence of attitude and behavioral intention is so that it can improve use behavior.

This research is a causal research using quantitative methods and processed with the help of a statistical program, namely SPSS version 22.0. Data was collected by distributing questionnaires using the snowball sampling technique to 195 respondents with the characteristics of the respondents, namely both male and female, residing in Surabaya, aged 18-60 years (Kotler and Armstrong, 2009), independently downloading the Blibli.com application at mobile phone in the last 1 year, have used and made purchases from the Blibli.com application at least 2 times in the last six months.

In this study, there are 9 hypotheses of which 5 are accepted and 4 are rejected. The accepted hypothesis is that anxiety has a significant effect on attitude, personal innovativeness has a significant effect on attitude, performance expectancy has a significant effect on attitude, attitude has a significant effect on behavioral intention, and behavioral intention has a significant effect on use behavior. The rejected hypothesis is that trust has a significant effect on attitude, effort expectancy has a significant effect on attitude, social influence has a significant effect on attitude, and facilitating conditions have a significant effect on attitude.

References: 108 (1975-2021)