

ABSTRACT

“How Technology Readiness and E- Commerce Impact to Consumer Behavior in Shopping Centre in the Pandemic Covid_19 Era”

This study aims to see the impact of technology readiness and E- Commerce which influences Consumer Behavior in Shopping Center in the Covid_19 pandemic. The effect on brand image towards consumer behavior. The effect on trust towards consumer behavior. The effect on security towards consumer behavior. The effect on efficiency towards consumer behavior. The effect on innovativeness towards consumer behavior. The effect on consumer behavior towards E- Commerce. Data collection will be carried out by distributing questionnaires to consumers who have experienced using E- Commerce either directly or indirectly. Determination of the number of samples using number of indicators namely 321 samples. The technique of data analysis is using regression analysis with SPSS and SEM- AMOS. The result of this research showed that Hypothesis 1 stated that brand image has an impact on consumer behavior. The value of C.R obtained from the data processing for the influence between brand image variables on consumer behavior is 4.114 with the P value of 0.000. Hypothesis 2 stated that trust has an impact on consumer behavior. The value of C.R obtained from the data processing for the influence between trust variables on consumer behavior is 3.229 with the P value of 0.001. Hypothesis 3 stated that security has an impact on consumer behavior. The value of C.R obtained from the data processing for the influence between security variables on consumer behavior is 4.249 with the P value of 0.000. Hypothesis 4 stated that efficiency does not have an impact on consumer behavior. The value of C.R obtained from the data processing for the influence between efficiency variables on consumer behavior is 0.137 with the P value of 0.891. Hypothesis 5 stated that innovativeness does not have an impact on consumer behavior. The value of C.R obtained from the data processing for the influence between innovativeness variables on consumer behavior is -0.539 with the P value of 0.590. Hypothesis 6 stated that consumer behavior has an impact on E- Commerce. The value of C.R obtained from the data processing for the influence between brand image variables on consumer behavior is 9.468 with the P value of 0.000.

Key words: *Brand Image, Trust, Security, Efficiency, Innovativeness, Consumer Behavior, E- Commerce*