

ABSTRACT

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THE EFFECT OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON ATTITUDE TOWARD USING AND THEIR IMPACT ON BEHAVIORAL INTENTION TO USE PETSKITA WEBSITE (CASE STUDY ON PETSKITA CUSTOMER)

(xvii + 115 pages; 14 figures; 33 tables; 5 appendixes)

Due to the rapid growth of e-commerce sectors and the pet industry, several Pet Marketplaces have emerged, increasing industry competitiveness. Petskita is one of the Pet Marketplace industry that offering websites as its main service platform. Competing with others competitor who has the same service platform, Petskita need to know the technology acceptance in order to improve its website service and be more stands out than its competitor. Besides, with growth of more competitors in Pet Marketplace sector, customers might choose another numerous options for them to fullfill their pet needs and wants. In order to retain them, it is necessary to determine which strategy is best suited for Petskita to influence the customer's behavioral intention to use its website service. Thus, the purpose of conducting this research is to examine if the Perceived Usefulness, Perceived Ease of Use and Attitude Toward Using has a significant effect to Customer's Behavioral Intention to use Petskita Website.

The theory used in this study is related to the theory of Technology Acceptance Model (TAM), with four main constructs including Perceived Usefulness (PU), Perceived Ease of Use (PEU), Attitude Toward Using (ATU) and Behavioral Intention (BI).

This research is a causal research. The method used is quantitative method and descriptive statistics which are then processed using SPSS software version 25.0. The sample used in this study is Petskita customers who aged between 18-60 years, Indonesian citizens, male or female, who have made purchases through the Petskita website at least 1 time in the last 1 year. and have used the Petskita website service.

The result from hypothesis test shows that Perceived Usefulness variable has significant effect partially on the Attitude Toward Using. Perceived Ease of Use variable has no significant effect partially on the Attitude Toward Using. Perceived Usefulness variable has no significant effect partially on the Behavioral Intention to Use. Perceived Ease of Use variable has no significant effect partially on the Behavioral Intention to Use. Attitude Toward Using

variable has significant effect partially on the Behavioral Intention to Use. Perceived Usefulness and Perceived Ease of Use simultaneously have a significant effect on Attitude Toward Using. Perceived Usefulness and Perceived Ease of Use and Attitude Toward Using simultaneously have a significant effect on Behavioral Intention to Use.

Recommendations from this research is that companies improve the Perceived Usefulness, Perceived Ease of Use that can increase the level of Attitude Toward Using and then effect to Customer's Behavioral Intention.

Keywords: Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Customer's Behavioral Intention to use, Petskita Website

References: 22 (2016-2020)



ABSTRAK

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PENGARUH PERSEPSI KEGUNAAN DAN PERSEPSI KEMUDAHAN PADA SIKAP TERHADAP SIKAP TERHADAP PENGGUNAAN DAN PENGARUHNYA TERHADAP NIAT PERILAKU UNTUK MENGGUNAKAN PESKITA WEBSITE (STUDI KASUS PADA KONSUMEN PESKITA)

(xvii+ 115 hal; 14 Gambar; 33 Tabel; 5 Lampiran)

Karena pertumbuhan pesat sektor e-commerce dan pet industry, beberapa Pet Marketplace telah muncul, meningkatkan daya saing industri. Petskita adalah salah satu industri Pet Marketplace yang menawarkan website sebagai platform layanan utamanya. Bersaing dengan kompetitor lain yang memiliki platform layanan yang sama, Petskita perlu mengetahui penerimaan teknologi untuk meningkatkan layanan situs webnya dan lebih menonjol daripada pesaingnya. Selain itu, dengan adanya pertumbuhan pesaing di sektor Pet Marketplace, pelanggan dapat memilih banyak opsi lain untuk memenuhi kebutuhan dan keinginan hewan peliharaan mereka. Untuk mempertahankannya, perlu ditentukan strategi mana yang paling cocok bagi Petskita untuk memengaruhi niat perilaku pelanggan untuk menggunakan layanan situs webnya. Dengan demikian, tujuan dilakukannya penelitian ini adalah untuk menguji apakah *Perceived Usefulness*, *Perceived Ease of Use* dan *Attitude Toward Using* berpengaruh signifikan terhadap *Behavioral Intention to Use* pelanggan untuk menggunakan Website Petskita.

Teori yang digunakan dalam penelitian ini berkaitan dengan *Technology Acceptance Model (TAM)*, dengan empat konstruksi utama yaitu *Perceived Usefulness (PU)*, *Perceived Ease of Use (PEU)*, *Attitude Towards Using (ATU)* dan *Behavioral Intention to Use (BITU)*.

Penelitian ini merupakan penelitian kausal. Metode yang digunakan adalah metode kuantitatif dan statistik deskriptif yang kemudian datanya diolah dengan menggunakan software SPSS versi 25.0. Sampel yang digunakan dalam penelitian ini adalah pelanggan Petskita yang berusia antara kelompok 18-60 tahun, warga negara Indonesia, berjenis kelamin laki-laki atau perempuan, telah melakukan pembelian melalui website Petskita minimal 1 kali dalam 1 tahun terakhir. dan telah menggunakan layanan website Petskita.

Hasil dari tes hipotesis, *Perceived Usefulness* berpengaruh signifikan secara parsial terhadap *Attitude Towards Using*. *Perceived Ease of Use* tidak berpengaruh signifikan secara parsial terhadap *Attitude Towards Using* dan

Behavioral Intention to Use. Perceived Ease of Use tidak berpengaruh signifikan secara parsial terhadap *Behavioral Intention to Use. Attitude Towards Using* berpengaruh signifikan secara parsial terhadap *Behavioral Intention to Use. Perceived Usefulness* dan *Perceived Ease of Use* berpengaruh signifikan secara simultan terhadap *Attitude Towards Using. Perceived Usefulness, Perceived Ease of Use* dan *Behavioral Intention to Use* berpengaruh signifikan secara simultan terhadap *Behavioral Intention to Use*.

Rekomendasi dari penelitian ini adalah agar perusahaan meningkatkan *Perceived Usefulness* dan *Perceived Ease of Use* sehingga dapat meningkatkan tingkat *Attitude Towards Using*. yang berdampak pada *Behavioral Intention to Use*.

Kata Kunci: *Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Customer's Behavioral Intention to use, Petskita Website*

Daftar Pustaka: 26 (2016-2020)

