

## ABSTRAK

Banyaknya pengguna *e-commerce* di Indonesia menjadi salah satu peluang para pelaku usaha dapat terus mengembangkan bisnisnya di era digital. Tokopedia menjadi salah satu *e-commerce* yang paling diminati oleh masyarakat Indonesia sebab kemudahan penggunaan dan praktisnya pembayaran sangat memanjakan para penggunanya. Namun, banyak masyarakat juga yang menyampaikan pendapatnya mengenai UI/UX aplikasi Tokopedia yang dinilai rumit untuk digunakan juga keraguan terhadap Keamanan data pengguna. Penelitian ini bertujuan untuk menemukan pengaruh faktor *Technology Acceptance Model* (TAM), faktor Keamanan, dan faktor Sosial pada niat beli konsumen yang di mediasi oleh sikap terhadap penggunaan aplikasi. Penelitian ini menggunakan metode kuantitatif dengan menggunakan teknik pengambilan sampel *judgmental sampling*. Pengumpulan data sampel dilakukan dengan menyebarkan *e-questionnaire* pada 310 responden yang berdomisili di JABODETABEK. Pengolahan data dilakukan dengan metode analisis *partial least squares equation modeling* (PLS-SEM) dengan software SmartPLS Ver 4.0. Penelitian ini menemukan bahwa terdapat 9 hipotesis yang diterima dan 6 hipotesis yang ditolak. Dengan didukungnya hipotesis membuktikan bahwa terdapat pengaruh faktor TAM, kemanan, dan sosial pada niat beli konsumen.

**Kata Kunci** : Tokopedia, E-Commerce, TAM, Perceived Usefulness, Perceived Ease of Use, Social Influence, Peer Influence Security, Intention to Purchase.

## **ABSTRACT**

*A large number of e-commerce users in Indonesia is one of the opportunities for businessactors to continue to develop their businesses in the digital era. Tokopedia has become one of the most popular e-commerce sites for the people of Indonesia because the ease of use and practical payment spoils its users. However, many people also expressed their opinion regarding the UI/UX of the Tokopedia application, which was considered complicated to use, as well as doubts about the security of user data. This study aims to find the influence of the Technology Acceptance Model (TAM), security, and social factors on consumer purchase intentions, which are mediated by attitudes towards application usage. This study used a quantitative method using a judgmental sampling technique. Sample data was collected by distributing e-questionnaires to 310 respondents living in JABODETABEK. Data were processed using the partial least squares equation modelling (PLS-SEM) analysis method with SmartPLS Ver 4.0 software. This study found that there were nine accepted hypotheses and 6 rejected hypotheses. With the support of the hypothesis, it proves that there is an influence of TAM, security, and social factors on consumer purchase intentions.*

**Keywords:** *Tokopedia, E-Commerce, TAM, Perceived Usefulness, Perceived Ease of Use, Social Influence, Peer Influence Security, Intention to Purchase.*