

ABSTRAK

Perkembangan teknologi membuat komunikasi menjadi lebih mudah. Dengan berkembangnya metode komunikasi, masyarakat juga memanfaatkannya untuk melakukan jual beli. Facebook Marketplace menjadi salah satu platform populer sebagai media untuk berjualan dengan system *social commerce*. Tujuan pada penelitian ini adalah untuk mengetahui bagaimana pengaruh *Technology Acceptance Model* terhadap *Decision to Shop Online* pada Facebook Marketplace. Ada lima variabel yang digunakan dalam penelitian ini yaitu *Perceived Usefulness*, *Perceived Ease of Use*, *Trust*, *Attitude to Shop Online* dan *Attitude to Shop Online*. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah para mahasiswa Fakultas Ekonomi dan Bisnis Universitas Pelita Harapan dan karyawan. Metode pengumpulan sampel pada penelitian ini adalah *Purposive Sampling*. Jumlah sampel adalah 249 responden. Hasil penelitian menunjukkan bahwa: (1) *Perceived Usefulness* berpengaruh positif terhadap *Attitude to Shop Online* artinya hipotesis pertama pada penelitian ini diterima. (2) *Perceived Ease of Use* tidak berpengaruh positif terhadap *Attitude to Shop Online* artinya hipotesis kedua pada penelitian ini tidak diterima atau ditolak. (3) *Trust* berpengaruh positif terhadap *Attitude to Shop Online* artinya hipotesis ketiga pada penelitian ini diterima. (4) *Trust* berpengaruh positif terhadap *Decision to Shop Online* artinya hipotesis keempat pada penelitian ini diterima. (5) *Attitude to Shop Online* berpengaruh positif terhadap *Decision to Shop Online* artinya hipotesis kelima pada penelitian ini diterima.

Kata Kunci : *Technology Acceptance Model, Social Commerce, Perceived Usefulness, Perceived Ease of Use, Trust, Attitude to Shop Online, Decision to Shop Online, Facebook Marketplace.*

ABSTRACT

Technological developments make communication easier. With the development of communication methods, people also use it to buy and sell. Facebook Marketplace is one of the popular platforms as a medium for selling with the social commerce system. The purpose of this study is to find out how the influence of the Technology Acceptance Model has on the Decision to Shop Online on the Facebook Marketplace. There are five variables used in this study, namely Perceived Usefulness, Perceived Ease of Use, Trust, Attitude to Shop Online and Decision to Shop Online. This study uses a quantitative approach. The samples in this study were students of the Faculty of Economics and Business at Pelita Harapan University and employees. The sample collection method in this study was purposive sampling. The number of samples is 249 respondents. The results of the study show that: (1) Perceived Usefulness has a positive effect on Attitude to Shop Online, meaning that the first hypothesis in this study is accepted. (2) Perceived Ease of Use does not have a positive effect on Attitude to Shop Online, meaning that the second hypothesis in this study is not accepted or rejected. (3) Trust has a positive effect on Attitude to Shop Online, meaning that the third hypothesis in this study is accepted. (4) Trust has a positive effect on Decision to Shop Online, meaning that the fourth hypothesis in this study is accepted. (5) Attitude to Shop Online has a positive effect on Decision to Shop Online, meaning that the fifth hypothesis in this study is accepted.

Keywords: *Technology Acceptance Model, Social Commerce, Perceived Usefulness, Perceived Ease of Use, Trust, Attitude to Shop Online, Decision to Shop Online, Facebook Marketplace*