ABSTRAK

Pertumbuhan pengguna *internet* di Indonesia dari tahun ke tahunnya semakin bertambah. Banyaknya orang yang terhubung dengan jaringan internet membuat perusahaan dibidang penjualan produk dan jasa mengembangkan bisnisnya menjadi usaha berbasis *internet* atau yang populer disebut *e-commerce*. *E-Commerce* adalah bagian dari *e-lifestyle* yang memungkinkan transaksi jual beli dilakukan secara *online* dari sudut tempat mana pun dalam waktu 24 jam. Lazada merupakan salah satu *e-commerce* yang menempati peringkat pertama sebagai *e-commerce* yang paling diingat oleh konsumen.

Terdapat tujuh variabel yang digunakan dalam penelitian ini yaitu *perceived usefulness, perceived enjoyment, social image, performance risk, financial risk, perceived value* dan *intention to use.* Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 135 responden yang berjenis kelamin laki-laki dan perempuan, dengan batasan usia 18-60 tahun, berdomisili di Surabaya, mengunjungi *website* dalam kurun waktu 1 bulan, dan melakukan transaksi dalam 6 bulan terakhir.

Jenis penelitian ini adalah penelitian kausal, karena penelitian ini digunakan untuk menjelaskan hubungan sebab akibat antara variable-variabel dalam model penelitian, yaitu *perceived usefulness* terhadap *perceived value, perceived enjoyment* terhadap *perceived value, social image* terhadap *perceived value, performance risk* terhadap *perceived value, financial risk* terhadap *perceived value* dan *perceived value* terhadap *intention to use.* Penelitian ini juga digunakan untuk mengembangkan model penelitian yang telah ditentukan berdasarkan telaah pustaka untuk menjawab permasalahan yang telah diidentifikasi pada bab sebelumnya. Metode Penelitian yang digunakan pada penelitian ini adalah metode kuantitatif dan dalam penelitian digunakan program untuk perhitungan SPSS 20.0 dan AMOS 22.0.

Dalam penelitian ini diteliti pengaruh *perceived usefulness, perceived enjoyment, social image, performance risk, financial risk* terhadap *perceived value* pelanggan yang membentuk *intention to use* dan dari penelitian yang sudah dilakukan terdapat dua variabel yang sangat mempengaruhi *intention to use* yaitu *perceived value* dengan koefisien regresi sebesar 0.908 dan *perceived enjoyment* dengan koefisien regresi sebesar 0.425, sehingga Lazada perlu meningkatkan guna variabel tersebut untuk memunculkan *intention to use* pengguna Lazada di Surabaya.

Kata Kunci: *Perceived Usefuness, Perceived Enjoyment, Social Image, Performance Risk, Financial Risk, Perceived Value,* **dan** *Intention to Use.*

ABSTRACT

The growth of Internet users in Indonesia from year to year are increasing. The number of people that connected to the Internet network makes the company in the sale of products and services expand their business into the internet based business or popularly called e-commerce. E-Commerce is part of e-lifestyle that allows the sale and purchase transactions are done online from any corner of the place within 24 hours. Lazada is one of e-commerce which is ranked as consumer's top of mind.

There are seven variables used in this study are perceived usefulness, perceived enjoyment, social image, performance risk, financial risk, perceived value and intention to use. The sample used in this study is based on data from 135 respondents, male and female, with range of age 18-60 year old, based in Surabaya, visit the website within 1 month, and made transactions in the last 6 months.

This research is a causal research, because it is used to explain the causal relationship between the variables in framework, the perceived usefulness towards perceived value, perceived enjoyment towards perceived value, the social image towards perceived value, performance risk towards perceived value, financial risk to the perceived value and perceived value towards intention to use. This study also used to develop a research model that has been determined based on literature review to address issues that identified in the previous chapter. Methods used in this research is quantitative method and the program used for the calculation are SPSS 20.0 and AMOS 22.0.

In this study examined the influence of perceived usefulness, perceived enjoyment, social image, performance risk, financial risk on customer's perceived value which form the intention to use and on the studies that have been done there are two variables that greatly affect intention to use the following as perceived value with a regression coefficient of 0.908 and perceived enjoyment with a regression coefficient of 0.425, so Lazada need to increase these variables in order to raises intention to use of Lazada's customer in Surabaya.

Key Words: *Perceived Usefuness, Perceived Enjoyment, Social Image, Performance Risk, Financial Risk, Perceived Value,* **dan** *Intention to Use.*