

ABSTRAK

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PENGARUH *PERCEIVED BEHAVIORAL CONTROL*, *HEDONIC MOTIVATION*, *UTILITARIAN MOTIVATION*, DAN *E-TRUST* TERHADAP *PURCHASE INTENTION* PADA PELANGGAN TOKOPEDIA DI JAKARTA

Pasar *E-commerce* di Indonesia memiliki pertumbuhan yang sangat potensial sehingga menyebabkan persaingan yang kompetitif. Besarnya potensi *e-commerce* untuk tumbuh di Indonesia, menjadikan negara Indonesia sebagai negara sasaran bagi para pelaku bisnis *e-commerce* internasional. Tokopedia merupakan sebuah platform *e-commerce* asli asal Indonesia yang paling diminati oleh masyarakat Indonesia. Tokopedia telah memimpin pasar *e-commerce* Indonesia sejak awal berdirinya di tahun 2009, namun pada kuartal IV-2019 platform Shopee mulai menggeser posisi Tokopedia sebagai pemimpin pangsa pasar. Angka kunjungan pelanggan Tokopedia yang menurun secara signifikan membuat Tokopedia menjadi posisi ke 2 dalam pangsa pasar *e-commerce* di Indonesia. Tujuan penelitian ini untuk menguji pengaruh dari *perceived behavioral control*, *hedonic motivation*, *utilitarian motivation*, dan *e-trust* terhadap *purchase intention* pada pelanggan Tokopedia di wilayah Jakarta. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan causal. Penelitian ini dilakukan pada 176 responden yang merupakan pelanggan platform Tokopedia yang berlokasi di wilayah Jakarta. Teknik analisis yang digunakan dalam penelitian ini adalah *Structural Equation Modelling* (SEM) dengan program Smart-PLS versi 4.0. Hasil penelitian menunjukkan bahwa *perceived behavioral control*, *utilitarian motivation* dan *e-trust* memiliki pengaruh positif signifikan terhadap *purchase intention*. Sedangkan *hedonic motivation* tidak memiliki pengaruh signifikan terhadap *purchase intention*.

Referensi: 81 (1982 – 2023)

Kata Kunci: kontrol perilaku yang dirasakan, motivasi hedonis, motivasi utilitarian, niat membeli, kepercayaan elektronik, *e-commerce*

ABSTRACT

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THE INFLUENCE OF PERCEIVED BEHAVIORAL CONTROL, HEDONIC MOTIVATION, UTILITARIAN MOTIVATION, AND E-TRUST ON PURCHASE INTENTION IN TOKOPEDIA CONSUMERS AT JAKARTA.

The E-commerce market in Indonesia has enormous growth potential, causing competitive competition. The large potential for e-commerce to grow in Indonesia has made Indonesia a target country for international e-commerce business players. Tokopedia is an original e-commerce platform from Indonesia that is most popular with Indonesian people. Tokopedia has led the Indonesian e-commerce market since its inception in 2009, but in the fourth quarter of 2019 the Shopee platform began to shift Tokopedia's position as the market leader in the e-commerce category. The number of Tokopedia consumer visits decreased significantly, making Tokopedia become the 2nd position in e-commerce market share in Indonesia. The aim of this research is to examine the influence of perceived behavioral control, hedonic motivation, utilitarian motivation, and e-trust on purchase intention in Tokopedia consumers in the Jakarta area. This research is quantitative research with a causal approach. This research was conducted on 176 respondents who were consumers of the Tokopedia platform located in the Jakarta area. The analysis technique used in this research is Structural Equational Modeling (SEM) with the Smart-PLS version 4.0 program. The research results show that perceived behavioral control, utilitarian motivation and e-trust have a significant influence on purchase intention. Meanwhile, hedonic motivation does not have a significant influence on purchase intention.

Reference: 81 (1982 – 2023)

Keywords: perceived behavioral control, hedonic motivation, utilitarian motivation, purchase intention, electronic trust, e-commerce