

ABSTRACT

ANALYSIS OF INTEREST AND BEHAVIOR OF USING E-COMMERCE SHOPEE DURING THE COVID-19 PANDEMIC USING UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2 (UTAUT 2)

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The online e-commerce platform provides the process of buying and selling goods and services. The Covid-19 (Coronavirus Disease-19) pandemic affects the e-commerce, economy, tourism, education, and health sectors. The government's policy that recommends staying at home during the Covid-19 pandemic has changed people's spending behavior in meeting their daily needs. There has been an increase in online shopping activity during the Covid-19 pandemic. There was an increase in online shopping activity by 31% during the Covid-19 pandemic. Shopee is one of the e-commerce sites that experienced an increase in transactions and visits during the Covid-19 pandemic. There was an increase in transactions of 130% and Shopee had the highest average monthly visit of 93.4 million. The increase in the use of e-commerce during the Covid-19 pandemic has pushed the extent to which each e-commerce business actor can adapt in terms of selling goods and services. Shopee as an e-commerce company has also experienced an increase and experienced adjustments in the service of selling goods and services during the Covid-19 pandemic. Based on this, it is necessary to analyze the interests and behavior of Shopee e-commerce users in shopping online. This study aims to determine the factors that are significant to the interests and behavior of Shopee e-commerce users. This research uses quantitative methods. The measuring instrument method in this study uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model. The method of data collection is by distributing questionnaires through Google forms. The results showed that the factors that significantly influenced behavioral intention were the social influence variable with a T-statistic value of 2.150, a p-value of 0.032 and a habit variable with a T-statistic value of 6.016, a p-value of 0.000. While the factors that significantly influence use behavior are the habit variable with a T-statistic value of 3.773, p-value 0.000 and behavioral intention variable with a T-statistical value of 3.355, p-value 0.001. The results also show that the moderator variable gender is proven to influence the relationship between exogenous variables and endogenous variables, namely hedonic motivation on behavioral intention. For moderator variables, age and experience do not affect the relationship between exogenous variables and endogenous variables. Based on the research results, Shopee developers can maintain the system layout, notifications about product promotions are made to maintain the interest of Shopee e-commerce users.

Keywords : E-commerce, Shopee, UTAUT 2