

INTISARI

Shopee adalah salah satu aplikasi e-commerce terkemuka di Asia Tenggara yang menyediakan platform untuk berbagai transaksi jual beli online. Meski memiliki popularitas tinggi, terdapat ulasan negatif di Play Store yang menunjukkan ketidakpuasan pengguna yang berdampak pada perilaku penggunaan aplikasi Shopee. Penelitian ini bertujuan memahami perilaku penggunaan aplikasi Shopee melalui penerapan model Unified Theory of Acceptance and Use of Technology (UTAUT-3) dan teori perceived risk. Model UTAUT-3 terdiri dari variabel performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, dan personal innovativeness. Teori perceived risk yang digunakan adalah product risk dan privacy risk. Pendekatan yang digunakan adalah PLS-SEM yang dianalisis menggunakan perangkat lunak SmartPLS 4.1. Hasil penelitian menunjukkan bahwa performance expectancy, personal innovativeness, dan product risk berpengaruh terhadap behavioral intention, lalu facilitating conditions dan behavioral intention memiliki pengaruh signifikan terhadap perilaku penggunaan (behavioral use) aplikasi Shopee. Hasil tersebut menjelaskan pengguna merasakan bahwa risiko produk yang rendah, kemampuan mereka untuk berinovasi, harapan yang tinggi terhadap kinerja aplikasi, dukungan dari fasilitas yang ada, dan niat mereka untuk menggunakan aplikasi secara keseluruhan memengaruhi keputusan mereka untuk terus menggunakan Shopee.

Kata kunci: Perilaku penggunaan, Shopee, UTAUT-3, Perceived Risk, SmartPLS

ABSTRACT

Shopee is one of the leading e-commerce apps in Southeast Asia that provides a platform for various online shopping transactions. Despite its high popularity, there are negative reviews in the Play Store that indicate user dissatisfaction that affects the use behavior of the Shopee app. The study aims to understand the behavior of Shopee applications through the application of the Unified Theory of Acceptance and Use of Technology (UTAUT-3) model and perceived risk theory. The UTAUT-3 model consists of performance expectancy variables, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and personal innovativeness. The results showed that performance expectancy, personal innovativeness, and product risk influence behavioral intentions, then facilitating conditions and behavioral intentions have a significant influence on the behavior use of Shopee applications. The results explain that users feel that low product risk, their ability to innovate, high expectations of application performance, support from existing facilities, and their intention to use the application as a whole influence their decision to continue using Shopee.

Keywords: Use behavior, Shopee, UTAUT-3, Perceived Risk, SmartPLS