

ABSTRAK

Peningkatan penggunaan internet sangat mempengaruhi perkembangan *marketplace* di Indonesia sebagai platform penjualan, Shopee tercatat sebagai *marketplace* dengan jumlah pengguna terbanyak. Keberadaan *marketplace* Shopee terbukti mampu meningkatkan pertumbuhan pendapatan dan menjadi solusi yang inovatif bagi para pelaku usaha bulu mata di Kabupaten Purbalingga. Terdapat fenomena yang berkaitan tentang *perceived usefulness*, *perceived ease of use*, *e-service quality*, *trust* menjadi alasan yang mendorong peneliti untuk melakukan penelitian ini. Penelitian ini bertujuan untuk menganalisis pengaruh *perceived usefulness*, *perceived ease of use*, *e-service quality*, *trust* terhadap keputusan penggunaan aplikasi Shopee pada pelaku usaha di Purbalingga. Pengumpulan data dilakukan dari 52 responden pengguna aplikasi Shopee menggunakan teknik *random sampling*. Penelitian ini menggunakan metode kuantitatif dengan analisis data meliputi uji validitas, reliabilitas, normalitas, linearitas, multikolinearitas, heteroskedastisitas, koefisien determinasi, uji t dan uji F menggunakan SPSS 27. Hasil penelitian ini menunjukkan bahwa *perceived usefulness* dan *trust* secara parsial berpengaruh terhadap keputusan penggunaan, sementara *perceived ease of use* dan *e-service quality* secara parsial tidak berpengaruh, secara simultan *perceived usefulness*, *perceived ease of use*, *e-service quality* dan *trust* berpengaruh terhadap keputusan penggunaan aplikasi Shopee.

Kata kunci: *Technology Acceptance Model (TAM)*, *Perceived Usefulness*, *Trust*, Keputusan Penggunaan, Shopee.

ABSTRACT

The increase in internet usage has significantly influenced the development of marketplaces in Indonesia as a sales platform, with Shopee being the marketplace with the largest number of users. The existence of the Shopee marketplace has been proven to increase revenue growth and become an innovative solution for eyelash business owners in Purbalingga Regency. There are related phenomena regarding perceived usefulness, perceived ease of use, e-service quality, and trust, which are the reasons that prompted researchers to conduct this research. This study aims to analyze the influence of perceived usefulness, perceived ease of use, e-service quality, and trust on the decision to use the Shopee application among business owners in Purbalingga. Data collection was conducted from 52 respondents using the Shopee application using random sampling techniques. This study uses quantitative methods with data analysis including validity, reliability, normality, linearity, multicollinearity, heteroscedasticity, coefficient of determination, t-test, and F-test using SPSS 27. The results of this study indicate that perceived usefulness and trust partially influence the decision to use, while perceived ease of use and e-service quality partially do not influence, simultaneously perceived usefulness, perceived ease of use, e-service quality, and trust influence the decision to use the Shopee application.

Keywords: Technology Acceptance Model (TAM), Perceived Usefulness, Trust, Usage Decision, Shopee.