

ABSTRAK

Kemajuan teknologi telah mendorong munculnya berbagai *platform e-commerce*, mengubah transaksi dari yang semula konvensional menjadi elektronik, khususnya di sektor *retail*. Kehadiran Aplikasi GrabMart Merchant menyediakan solusi sebagai wadah yang efisien bagi pelaku usaha untuk menjangkau lebih banyak konsumen. Di Purwokerto terdapat fenomena kepercayaan toko *retail* yang terkait *perceived ease of use* dan *perceived usefulness* pada aplikasi GrabMart Merchant yang membuat peneliti tertarik untuk melakukan penelitian. Tujuan penelitian ini untuk mengetahui pengaruh *perceived ease of use*, *perceived usefulness*, dan *trust* terhadap keputusan penggunaan Aplikasi GrabMart Merchant pada mitra GrabMart di Purwokerto. Data dikumpulkan dari 57 responden pengguna aplikasi GrabMart Merchant melalui teknik *simple random sampling*. Metode yang digunakan dalam penelitian ini yaitu metode kuantitatif asosiatif. Teknik analisis data menggunakan PLS-SEM dengan software SmartPLS. Hasil penelitian ini menunjukkan bahwa variabel *perceived ease of use*, *perceived usefulness*, dan *trust* memiliki pengaruh signifikan terhadap keputusan penggunaan. Variabel *perceived ease of use* dan *perceived usefulness* juga berpengaruh signifikan terhadap *trust*. Selanjutnya, *trust* mampu memediasi pengaruh *perceived ease of use* dan *perceived usefulness* terhadap keputusan penggunaan.

Kata kunci: GrabMart Merchant, *Perceived Ease of Use*, *Perceived Usefulness*, *Trust*, Keputusan Penggunaan.

ABSTRACT

Technological advancements have driven the emergence of various e-commerce platforms, transforming conventional transaction methods into electronic-based systems, particularly in the retail sector. The presence of the GrabMart Merchant application offers an efficient solution for business owner to expand their consumer reach. In Purwokerto, there is a phenomenon concerning the trust of retail store owners toward this application, which is influenced by perceived ease of use and perceived usefulness. This phenomenon prompted the researcher to conduct a study aimed at examining the influence of perceived ease of use, perceived usefulness, and trust on the decision to use the GrabMart Merchant application among GrabMart partners in Purwokerto. Data were collected from 57 respondents who use the GrabMart Merchant application, employing a simple random sampling technique. This research adopts a quantitative associative approach. Data analysis was carried out using the PLS-SEM method through the SmartPLS software. The results indicate that perceived ease of use, perceived usefulness, and trust significantly influence usage decisions. Moreover, perceived ease of use and perceived usefulness were also found to have a significant effect on trust. Furthermore, trust is proven to mediate the influence of perceived ease of use and perceived usefulness on the decision to use the application.

Keywords: GrabMart Merchant, Perceived Ease of Use, Perceived Usefulness, Trust, Usage Decision.