

ABSTRAK

Perkembangan teknologi digital telah mendorong transformasi layanan ritel melalui penggunaan aplikasi belanja daring, salah satunya Alfagift. Meskipun menawarkan berbagai kemudahan dan manfaat, tingkat minat penggunaan aplikasi Alfagift oleh konsumen masih belum optimal. Penelitian ini bertujuan untuk menganalisis pengaruh *performance expectancy*, *effort expectancy*, *social influence*, dan *facilitating conditions* terhadap *behavioral intention* pengguna aplikasi Alfagift di Alfamart Banteran. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 75 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner berskala Likert dan dianalisis menggunakan *IBM SPSS* melalui uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial *performance expectancy* tidak berpengaruh signifikan terhadap *behavioral intention*, sedangkan *effort expectancy*, *social influence*, dan *facilitating conditions* berpengaruh positif dan signifikan terhadap *behavioral intention*. Temuan ini menunjukkan bahwa kemudahan penggunaan, pengaruh sosial, dan ketersediaan fasilitas pendukung merupakan faktor utama yang mendorong minat konsumen menggunakan aplikasi Alfagift.

Kata kunci: *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, *Facilitating Conditions*, *Behavioral Intention*.

ABSTRACT

The rapid development of digital technology has driven the transformation of the retail industry through the adoption of online shopping applications, one of which is Alfagift. Despite offering various conveniences and benefits, consumers' intention to use the Alfagift application remains suboptimal. This study aims to examine the effects of performance expectancy, effort expectancy, social influence, and facilitating conditions on the behavioral intention of Alfagift users at Alfamart Banteran. This research employed a quantitative approach using a survey method involving 75 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using IBM SPSS through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The findings reveal that performance expectancy has no significant effect on behavioral intention, whereas effort expectancy, social influence, and facilitating conditions have positive and significant effects on behavioral intention. These results indicate that ease of use, social influence, and the availability of supporting facilities are the primary factors influencing consumers' intention to use the Alfagift application.

Keywords: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intention, Alfagift Application.