

ABSTRAK

Perkembangan teknologi ritel digital yang pesat di Indonesia telah mendorong pemanfaatan layanan belanja online, salah satunya melalui aplikasi Midi Kriing di Alfamidi Tanjung. Meskipun tinggi, masih terdapat permasalahan terkait kemudahan penggunaan, kualitas sistem, informasi dan layanan yang dirasakan oleh konsumen. Hasil pra-survei serta ulasan pengguna pada Google Play Store menunjukkan bahwa sebagian konsumen masih merasakan kendala seperti lambatnya performa aplikasi, ketidakakuratan informasi stok barang, serta keterlambatan pengiriman. Selain itu, penelitian terdahulu menunjukkan hasil yang tidak konsisten mengenai pengaruh *Perceived ease of use*, *Perceived usefulness*, *System quality*, *Information quality*, dan *Service quality* terhadap *Intention to use* aplikasi digital. Penelitian ini bertujuan untuk menganalisis *Intention to use* aplikasi Midi Kriing di Alfamidi Tanjung dengan menggunakan metode TAM dan DeLone & McLean. Penelitian ini menggunakan teknik *purposive sampling* terhadap 80 responden yang merupakan konsumen aktif berdomisili di Purwokerto dan pernah bertransaksi menggunakan aplikasi Midi Kriing. Data dikumpulkan melalui kuesioner dengan skala likert dan dianalisis menggunakan metode Structural Equation Modeling berbasis Partial Least Squares (SEM-PLS) dengan bantuan software SmartPLS3. Hasil penelitian ini menunjukkan bahwa *Perceived ease of use*, *system quality* dan *Information quality* tidak berpengaruh terhadap *Intention to use*. Sedangkan *Perceived usefulness* dan *Service quality* berpengaruh terhadap *Intention to use*. Sehingga diharapkan dapat memberikan pemahaman mendalam secara teoritis mengenai perilaku adopsi teknologi ritel digital serta memberikan kontribusi praktis bagi manajemen Alfamidi Tanjung dalam mengevaluasi dan meningkatkan kualitas sistem, informasi, serta layanan untuk memperkuat niat penggunaan konsumen secara berkelanjutan.

Kata kunci: *Intention to use*, *Technology Acceptance Model*, DeLone & McLean, Aplikasi Midi Kriing, Ritel Digital.

ABSTRACT

The development of digital retail technology in Indonesia has driven the adoption of online shopping services, and Midi Kriing application at Alfamidi Tanjung is one of them. However, there are still issues related to ease of use, System quality, information and services perceived by consumers. The results of the pre-survey and user reviews on the Google Play Store indicate that some consumers still experience difficulties: slow application performance, inaccurate stock information, and late delivery. Furthermore, previous studies have shown inconsistent results regarding the influence of Perceived ease of use, Perceived usefulness, System quality, Information quality, and Service quality on the Intention to use of digital applications. This study aims to analyze the Intention to use of the Midi Kriing application at Alfamidi Tanjung using the TAM and DeLone & McLean methods. This study used a purposive sampling technique on 80 respondents who are active consumers domiciled in Purwokerto and have made transactions using the Midi Kriing application. Data were collected through a questionnaire with a Likert scale and analyzed using the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS) with the help of SmartPLS3 software. The results of this study show that perceived ease of use, system quality, and information quality don't affect the intention to use. Meanwhile, perceived usefulness and service quality do affect the intention to use. Therefore, it is expected to provide a deep theoretical understanding of digital retail technology adoption behavior and provide practical contributions to Alfamidi Tanjung's management in disseminating information and improving the quality of its systems and services to strengthen consumers' continued usage intentions.

Keywords: Intention to use, Technology Acceptance Model, DeLone & McLean, Midi Kriing Application, Digital Retail.