

ABSTRAK

Pertumbuhan pengguna internet berdampak terhadap keputusan UMKM untuk senantiasa menggunakan *marketplace* untuk usahanya, akan tetapi banyak UMKM yang belum menggunakan *marketplace* untuk usahanya. Penelitian ini bertujuan untuk mengetahui pengaruh *perceived ease of use*, *perceived usefulness*, *perceived security* dan *perceived trust* terhadap minat penggunaan *marketplace* Shopee pada UMKM di Paguyuban Pelaku Usaha Banyumas (PPUB). Metode yang digunakan adalah analisis jalur. Teknik analisis yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik dan uji hipotesis. Hasil yang diperoleh dari penelitian ini adalah *perceived ease of use* dan *perceived trust* berpengaruh secara parsial terhadap minat penggunaan *marketplace* Shopee, kemudian *perceived usefulness* dan *perceived trust* berpengaruh secara parsial terhadap minat penggunaan *marketplace* Shopee. Secara simultan *perceived ease of use*, *perceived usefulness*, *perceived security* dan *perceived trust* berpengaruh terhadap minat penggunaan *marketplace* Shopee. Diketahui bahwa *perceived trust* berpengaruh paling dominan terhadap minat penggunaan *marketplace* Shopee pada UMKM di Paguyuban Pelaku Usaha Banyumas (PPUB).

Kata kunci: Minat Penggunaan *Marketplace* Shopee, *Perceived Ease of Use*, *Perceived Usefulness*, *Perceived Security* dan *Perceived Trust*

ABSTRACT

The growth of internet users has an impact on UMKM's decision to continue using marketplaces for their businesses; however, many UMKM do not yet use marketplaces for their businesses. This research aims to determine the influence of perceived ease of use, perceived usefulness, perceived security, and perceived trust on the intention to use the Shopee marketplace among UMKM in the Paguyuban Pelaku Usaha Banyumas (PPUB). The method used is path analysis. The analysis techniques used are validity testing, reliability testing, classical assumption testing, and hypothesis testing. The results obtained from this research are that perceived ease of use and perceived trust partially influence intention to use the Shopee marketplace, and then perceived usefulness and perceived trust partially influence intention to use the Shopee marketplace. Simultaneously, perceived ease of use, perceived usefulness, perceived security, and perceived trust influence the intention to use the Shopee marketplace. It is known that perceived trust has the most dominant influence on intention to use the Shopee marketplace among UMKM in the Paguyuban Pelaku Usaha Banyumas (PPUB).

Keywords: Intention to Use Shopee Marketplace, Perceived Ease of Use, Perceived Usefulness, Perceived Security and Perceived Trust