

ABSTRAK

Perkembangan teknologi digital telah mendorong perusahaan ritel mengembangkan layanan belanja berbasis aplikasi, salah satunya melalui aplikasi Klik Indomaret. Berdasarkan hasil observasi dan pra-survei pada lokasi penelitian, masih ditemukan pengguna yang belum memanfaatkan seluruh fitur aplikasi, lebih memilih berbelanja secara langsung di gerai, serta cenderung menggunakan aplikasi hanya ketika terdapat promo atau penawaran khusus. Kondisi tersebut menunjukkan bahwa tingkat niat penggunaan aplikasi masih dipengaruhi oleh berbagai faktor yang perlu dikaji lebih lanjut. Penelitian terdahulu mengenai model *Unified Theory of Acceptance and Use of Technology* (UTAUT) menunjukkan hasil yang beragam, sementara penelitian yang mengkaji aplikasi Klik Indomaret dengan memasukkan *gender* sebagai variabel moderasi masih terbatas. Penelitian ini bertujuan untuk menganalisis pengaruh *performance expectancy*, *effort expectancy*, *social influence*, dan *facilitating conditions* terhadap *behavioral intention*, serta menguji peran moderasi *gender* pada pengguna aplikasi Klik Indomaret di Gerai Indomaret MT Haryono Purbalingga. Penelitian menggunakan pendekatan kuantitatif dengan teknik *sampling jenuh*, sehingga seluruh populasi sebanyak 80 responden dijadikan sampel penelitian. Pengumpulan data dilakukan melalui kuesioner, kemudian dianalisis menggunakan uji regresi linier berganda dan *Moderated Regression Analysis* (MRA) dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *performance expectancy*, *effort expectancy*, *social influence*, dan *facilitating conditions* berpengaruh positif dan signifikan terhadap *behavioral intention*. Sementara itu, *gender* tidak mampu memoderasi pengaruh keempat variabel tersebut terhadap *behavioral intention*. Hasil penelitian ini diharapkan dapat menjadi masukan bagi PT Indomarco Prismatama dalam meningkatkan kualitas layanan aplikasi Klik Indomaret serta menjadi referensi bagi penelitian selanjutnya mengenai adopsi teknologi pada sektor ritel digital.

Kata kunci: UTAUT, *Behavioral Intention*, Klik Indomaret, Gender, *Moderated Regression Analysis* (MRA).

ABSTRACT

The rapid development of digital technology has driven retail companies to develop application-based shopping services. Klik Indomaret is one of e-retailing application with second highest users. Based on observations and a preliminary survey conducted at the research location, it was found that some users had not fully utilized the application's features, preferred shopping directly at offline stores, and tended to use the application only when promotional offers were available. These conditions indicate that user's; behavioral intention to use the application is still influenced by various factors that require further investigation. Previous studies of The Unified Theory of Acceptance and Use of Technology (UTAUT) have reported inconsistent findings, while research examining the Klik Indomaret application by incorporating gender as a moderating variable remains limited. This study aims to analyze the effects of performance expectancy, effort expectancy, social influence, and facilitating conditions on behavioral intention, as well as to examine the moderating role of gender among Klik Indomaret users at Indomaret MT Haryono Purbalingga. This research employed a quantitative approach using a saturated sampling technique, involving all 80 respondents as the research sample. Data were collected through questionnaires and analyzed using multiple linear regression and Moderated Regression Analysis (MRA) with the assistance of SPSS. The results indicate that performance expectancy, effort expectancy, social influence, and facilitating conditions have a positive and significant effect on behavioral intention. Meanwhile, gender does not moderate the relationships between these four variables toward behavioral intention. The findings of this study are expected to provide insights for PT Indomarco Prismatama in improving the quality of the Klik Indomaret application and serve as a reference for future research on technology adoption in the digital retail sector.

Keywords: UTAUT, Behavioral Intention, Klik Indomaret, Gender, Moderated Regression Analysis (MRA)