



THE INTEGRATION OF TECHNOLOGY ACCEPTANCE MODEL (TAM) AND THEORY OF PLANNED BEHAVIOR (TPB) ON ONLINE PURCHASE INTENTION OF SHOPEE MARKETPLACE CONSUMERS

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ABSTRACT

Online shopping is currently one of the reasons users access the internet in Indonesia. This study aims to integrate the Technology Acceptance Model and Theory of Planned Behavior to provide the best model that can help predict the online shopping intentions of Shopee marketplace consumers. The sampling techniques are the combination of purposive and snowball sampling, so that obtained 234 respondents from several islands in Indonesia. The data was processed using software IBM SPSS Statistics 26 and IBM AMOS 24. The findings of this study are: (a) perceived ease of use positively affects attitude, (b) perceived usefulness does not positively affect attitude, (c) perceived ease of use positively affects perceived usefulness, (d) attitude positively affects purchase intention, (e) subjective norms positively affect purchase intention, and (f) perceived behavioral control positively affects purchase intention. The findings indicate that the Technology Acceptance Model and Theory of Planned Behavior can be integrated to provide a better research model in predicting consumer intentions to shop online.

Keywords: TAM; TPB; Perceived Ease of Use; Perceived Usefulness; Attitude; Subjective Norm; Perceived Behavioral Control; Purchase Intention