

The Effect of Perceived Usefulness and Perceived Ease of Use of E-Commerce Platform on Online Shopping Anxiety

Nadya Fahayyindina, Sumaryono

Faculty of Psychology, Universitas Gadjah Mada

Abstract

Perceived usefulness and ease of use have been a topic of discussion by many researchers throughout the years, especially regarding technology acceptance. However, despite the large pool of studies regarding perceived usefulness and ease of use, and the established knowledge of the relationship between the perceived usefulness and ease of use of technology and anxiety among users, there has yet to be specific research that explores the relationship between perceived usefulness and ease of use and online shopping anxiety. The purpose of this study is to examine the relationship between perceived usefulness and perceived ease of use on the e-commerce platform and online shopping anxiety in e-commerce users. This study uses a survey method of research in order to collect the data. It is done through the use of 3 instruments, namely the perceived usefulness scale, the perceived ease of use scale, and the online shopping anxiety scale. The target participants for this research are people aged 18 to 35 who have experience in using Tokopedia to do an online transaction. The results show that there is a positive correlation between perceived usefulness and online shopping anxiety, while there is a negative correlation between perceived ease of use and online shopping anxiety.

Keywords: *perceived usefulness, perceived ease of use, online shopping anxiety*