

INTISARI

Perkembangan teknologi yang memunculkan fenomena berbagai saluran penjualan *offline* dan *online* yang beragam dan saling terhubung. Perkembangan *omnichannel* membuat perusahaan mengintegrasikan saluran penjualan *offline* dan *online* dan berinovasi untuk memberikan pengalaman yang integratif kepada pelanggan, termasuk dengan metode penggunaan baru. Untuk memahami interaksi pengguna dalam *channel* pembelian, krusial bagi perusahaan untuk memahami faktor-faktor yang mempengaruhinya, terutama pada milenial dan gen Z. Penelitian bertujuan menganalisis *Unified Theory of Acceptance & Use of Technology 2* (UTAUT2) dan faktor *personal innovativeness*, *situational factors*, *perceived trust* dan *need for interaction* pada konteks penggunaan *in-store smartphone use* di toko *offline*. Studi dilakukan melalui survei pada kasus pembelian paket data prabayar pada produk telekomunikasi pada 260 responden yang merupakan milenial dan gen Z. Hasil studi menemukan *performance expectancy* dan faktor lainnya selain UTAUT2 yaitu *situational factors*, *perceived trust* dan *need for interaction* memiliki signifikansi pengaruh yang simultan pada intensi pengguna secara simultan. Pengaruh *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, *habit* dan *price value*, serta *personal innovativeness* pada kasus pembelian paket data produk telekomunikasi tidak terdukung. Intensitas untuk menggunakan atau *behavior intention* berpengaruh pada *use behavior*. Studi ini berupaya menambahkan penjelasan faktor-faktor yang mempengaruhi *behavior intention* penggunaan teknologi dengan UTAUT2 dan faktor ekstensi lainnya pada konteks produk telekomunikasi.

Kata kunci: *omnichannel*; *Unified Theory of Acceptance & Use of Technology 2* (UTAUT2); *personal innovativeness*; *situational factors*; *perceived trust*; *need for interaction*; *behavior intention*; *use behavior*.

ABSTRACT

Technological developments that gave rise to the phenomenon of various offline and online sales channels that are diverse and interconnected. The development of omnichannel allows companies to integrate offline and online sales channels and innovate to provide an integrated experience to customers, including with new usage methods. To understand user interaction in a buying channel, it is crucial for companies to understand the factors that influence it. This study tries to analyze the Unified Theory of Acceptance & Use of Technology 2 (UTAUT2) and personal innovativeness, situational factors, perceived trust and need for interaction in the context of in-store smartphone use in offline stores on millennials and gen Z customers. The study was conducted through a survey on the case of purchasing prepaid data packages on telecommunication products to 260 respondents of millennials and gen Z. The study found that performance expectancy and other factors other than UTAUT2, namely situational factors, perceived trust and need for interaction, had a simultaneous significant effect on behavior intentions simultaneously. This study does not confirm the effect of effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, and price value and personal innovativeness in the case of purchasing data packages for telecommunication products. Intention to use or behavior intention can be a predictor of use behavior with the findings of the effect in this study. This study attempts to add an explanation of the factors that influence behavior intention to use technology with UTAUT2 and other extension factors in the context of telecommunication products.

Keywords: omnichannel; Unified Theory of Acceptance & Use of Technology 2 (UTAUT2); personal innovativeness; situational factors; perceived trust ; need for interaction; behaviour intention; use behaviour