



INTISARI

Makin meningkatnya pemanfaatan web mengakibatkan munculnya belanja *online*. Sebanyak 75% pembeli *online* berbelanja di perangkat seluler melalui *e-commerce*. Transaksi dalam *e-commerce* makin lama makin berkembang karena biaya yang ditawarkan lebih rendah dan tersedia gratis ongkos kirim. Penelitian ini bertujuan untuk menganalisis aspek-aspek keperilakuan para generasi milenial terhadap niat penggunaan berkelanjutan dalam berbelanja *online* dengan menggunakan *e-commerce*. Penelitian ini menggunakan *technology acceptance model* (TAM) dan *expectation confirmation model* (ECM). Data penelitian ini menggunakan data primer berupa kuesioner dengan metode *purposive sampling* terhadap responden yang pernah berbelanja *online* melalui *e-commerce* (Tokopedia, Shopee, Lazada, Bukalapak, dan Blibli). Sebanyak 184 data dianalisis dengan menggunakan SEM-PLS. Hasil penelitian ini menunjukkan bahwa kemudahan penggunaan persepsian dan konfirmasi memiliki pengaruh signifikan terhadap kegunaan persepsian, kemudahan penggunaan persepsian dan kepuasan memiliki pengaruh signifikan terhadap niat penggunaan berkelanjutan, dan konfirmasi memiliki pengaruh signifikan terhadap kepuasan. Namun, kemudahan penggunaan persepsian dan kegunaan persepsian tidak berpengaruh terhadap kepuasan.

Kata Kunci: Belanja *online*, niat penggunaan berkelanjutan, *technology acceptance model*, *expectation confirmation model*, dan generasi milenial.



ABSTRACT

The increasing use of the web has led to the emergence of online shopping. As many as 75% of online shoppers shop on mobile devices via E-Commerce. Transactions in E-Commerce are increasingly growing because the costs offered are lower and free shipping is available. This study aims to analyze aspects of the millennial generation behavior towards continuance intentions to use online shopping by using E-Commerce. This study used Technology Acceptance Model (TAM) and Expectation Confirmation Model (ECM). This research data used primary data in the form of questionnaires with purposive sampling methods on respondents who had shopped online through E-Commerce (Tokopedia, Shopee, Lazada, Bukalapak, dan Blibi). A total of 184 data were analyzed by using SEM-PLS. The results of this study showed that Perceived Ease of Use and Confirmation had a significant influence on Perceived Usefulness, Perceived Ease of Use and Satisfaction had a significant influence on Continuance Intention, and Confirmation had a significant influence on Satisfaction. However, Perceived Ease of Use and Perceived Usefulness had no effect on Satisfaction.

Keywords: *Online Shopping, Continuance Intention, Technology Acceptance Model, Expectation Confirmation Model, and Millennial Generation.*