

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku penggunaan pada layanan belanja bahan makanan daring (e-grocery). Pada penelitian ini menggunakan variabel-variabel yang terdiri dari norma subjektif, visibilitas, persepsi risiko, persepsi kenikmatan, persepsi kegunaan, persepsi kemudahan penggunaan, dan perilaku penggunaan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei untuk mengumpulkan data dari responden. Menggunakan metode non-probability sampling dengan teknik purposive sampling untuk pengambilan sampel. Responden berjumlah 250 orang yang pernah menggunakan aplikasi e-grocery, berusia minimal 17 tahun, dan berdomisili di Indonesia, dengan mayoritas terdiri dari generasi milenial dan Gen Z.

Metode analisis data yang digunakan adalah Partial Least Squares Structural Equation Modeling (PLS-SEM). Temuan penelitian menunjukkan bahwa norma subjektif, visibilitas, persepsi kenikmatan, dan persepsi kemudahan penggunaan memberikan pengaruh positif terhadap persepsi kegunaan, sementara persepsi risiko berpengaruh negatif terhadap persepsi kegunaan. Selain itu, persepsi kenikmatan berpengaruh positif terhadap persepsi kemudahan penggunaan. Persepsi kegunaan dan persepsi kemudahan penggunaan juga terbukti berpengaruh positif terhadap perilaku penggunaan.

Kata kunci: *belanja bahan makanan daring, e-grocery, norma subjektif, visibilitas, persepsi risiko, persepsi kenikmatan, persepsi kegunaan, persepsi kemudahan penggunaan, perilaku penggunaan, PLS-SEM, TAM.*

ABSTRACT

This study aims to analyze the factors influencing the behavioral usage of online grocery shopping (e-grocery). The variables examined in this research include subjective norms, visibility, perceived risk, perceived enjoyment, perceived usefulness, perceived ease of use, and behavioral usage. A quantitative approach was employed using a survey method to collect data from respondents. The sampling process used a non-probability sampling method with a purposive sampling technique. The respondents comprised 250 individuals who had previously used e-grocery applications, were at least 17 years old, and resided in Indonesia, with the majority belonging to millennial and Gen Z generations.

The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings revealed that subjective norms, visibility, perceived enjoyment, and perceived ease of use positively influence perceived usefulness, while perceived risk negatively impacts perceived usefulness. Additionally, perceived enjoyment positively influences perceived ease of use. Perceived usefulness and perceived ease of use were also found to have a positive influence on behavioral usage.

Keywords: *online grocery shopping, e-grocery, subjective norms, visibility, perceived risk, perceived enjoyment, perceived usefulness, perceived ease of use, behavioral usage, PLS-SEM, TAM.*