

## **ABSTRAK**

# **PENGADOPSIAN APLIKASI SISTEM INFORMASI PERSEDIAAN DI LAZADA INDONESIA: PENDEKATAN *UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2* YANG DIMODIFIKASI**

**Irfan Aji Nursasmita**

18/432791/PEK/24057

Penelitian ini bertujuan untuk menganalisis pengadopsian aplikasi sistem informasi persediaan di Lazada Indonesia. Penelitian ini menggunakan model *Unified Theory of Acceptance and Use of Technology 2* (UTAUT2) yang dikemukakan oleh Venkatesh, Thong dan Xu (2012). Pengumpulan data dilakukan melalui survei kuesioner, dengan sampel sebanyak 103 orang karyawan pengguna aplikasi sistem informasi persediaan di Lazada Indonesia. Metode analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan menggunakan perangkat lunak SmartPLS.

Hasil uji empiris menunjukkan bahwa Dari hasil penelitian ditemukan bahwa *performance expectancy*, *social influence* dan *habit* memengaruhi secara signifikan terhadap *behavioral intention* penggunaan aplikasi sistem informasi persediaan dan juga variabel *habit* mampu memengaruhi secara signifikan terhadap *use behavior* penggunaan aplikasi sistem informasi persediaan. Sedangkan *effort expectancy*, *facilitating conditions* dan *hedonic motivation* terhadap *behavioral intention* penggunaan aplikasi sistem informasi persediaan tidak terdukung, demikian pula pengaruh *facilitating conditions* dan *behavioral intention* terhadap *use behavior* penggunaan aplikasi sistem informasi persediaan juga tidak terdukung.

**Kata Kunci:** *Aplikasi sistem informasi persediaan, UTAUT2, SEM.*

## **ABSTRACT**

### ***THE ADOPTION OF INVENTORY INFORMATION SYSTEM APPLICATION IN LAZADA INDONESIA: A MODIFIED UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2 APPROACH***

**Irfan Aji Nursasmita**

18/432791/PEK/24057

*This study aims to analyze the adoption of inventory information system applications in Lazada Indonesia. This study uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model proposed by Venkatesh, Thong and Xu (2012). Data collection was carried out through a questionnaire survey, with a sample of 103 employees who used the inventory information system application at Lazada Indonesia. The data analysis method used is Structural Equation Modeling (SEM) using SmartPLS software.*

*Empirical test results show that the results of the study found that performance expectancy, social influence and habits significantly influence the behavioral intention of using inventory information system applications and also habit variables can significantly influence the use behavior of inventory information system application usage. While effort expectancy, facilitating conditions and hedonic motivation toward behavioral intention in the use of inventory information system applications are not supported, likewise the effect of facilitating conditions and behavioral intention on the use behavior of inventory information system application use is also not supported.*

**Keywords:** *Inventory information system application, UTAUT2, SEM.*