

ABSTRACT

Older adults can be a potential market for e-Commerce development in the future, because the use of the Internet in older adults increases every year. However, previous researchers and practitioners have been researching online consumer behavior that focused on the youth market and paid less attention to older adults. To bridge the gap, this study aims to determine the influence of driving factors (performance expectation, effort expectation, social influence and facilitating conditions) and barrier factors (Usage, value, risk, tradition and image) on online purchase intention for older adults in Indonesia.

This research theory uses the Unified Theory of Acceptance and Use of Technology (UTAUT) and the innovation resistance theory (IRT). The method used is the quantitative methods with this type of research is a study of the descriptive. The techniques used in collecting data for this research is questionnaires and the study of librarianship. The sampling that used in this research is non-probability sampling with the type is purposive sampling. The number of respondents are 100 respondents. The analysis tool in this study uses IBM SPSS version 22 software. The analytical method used is the Multiple Linear Regression Analysis test.

Based on the results of F-Test, driver factors (performance expectation, effort expectation, social influence and facilitating conditions) and barrier factors (Usage, value, risk, tradition and image) together have a positive and significant effect to buying online for adults in Indonesia. Based on the results of t-Test, facilitating conditions and usage have significant effect to buying online for adults in Indonesia. The dimensions of the influence of driver factors and barrier factors on online purchase intention for older adults in Indonesia can be seen based on the results of Multiple Linear Regression Analysis, which are equal to 0.879 and -0,150.

Keywords: *Drivers, Barriers, Buying Online, Older Adults, UTAUT, IRT, and Indonesia.*