ABSTRACT

The growth of e-commerce in Indonesia is growing rapidly, as evidenced by the increasing number of internet users. Bukalapak is one of the business e-commerce based marketplace the best in Indonesia. Task Technology Fit (TTF) is one of the models used to measure the performance of the information system.

This research is a quantitative and objective of this research is testing the hypothesis (conclusive). The population of this study was pelapak or sellers who have had transactions in Bukalapak with a sample of 100 people. Data were collected by distributing questionnaires via online social media.

Data were analyzed using SEM-PLS (partial least square) were processed using smart software PLS 3. The results show task technology fit (TTF) is influenced by the task characteristic, technology characteristic and individual characteristics which has a significant influence. Task fit technology have a significant influence on pelapak or users (usage) and the performance of e-commerce. Pelapak or users (usage) also has a significant influence on the performance of e-commerce. In this study, the value of a very significant influence is highest task technology fit (TTF) to the user (usage).

Keywords: Task Technology Fit, e-Commerce, Bukalapak, Performance, PLS (partial least square)