

ABSTRACT

Blibli.com is an online e-commerce shopping mall established since July 25th, 2011 by PT Global Digital Niaga (GDN). Looking at the phenomenon nowadays, Blibli.com has five million downloads with a rating of 4.1 but only has 127,199 users. This research uses UTAUT model and uses Performance Expectancy, Trust, Effort Expectancy, Social Influence, Facilitating conditions, Behavioral Intention, and Use variables.

The purpose of this study to determine the effect of variables Performance Expectancy, Effort Expectancy, Trust, and Social Influence to Behavioral Intention. In addition to know the influence of Performance Expectancy and Effort Expectancy to Trust mobile application users Blibli.com. and to know the effect of Facilitating conditions and Behavioral Intention on Use on Blibli.com application users.

This research method using quantitative approach. Data collection was performed on Blibli.com application users across Indonesia with 300 respondents. This research uses non-probability sampling method with purposive sampling type and using structural equation model (SEM) and using likert scale with 21 question items.

The results of this study indicate significant Performance Expectancy variables to Trust, Social Influence significant to Behavioral Intention, and Behavioral Intention Significant to Use. The variable that does not affect the Effort Expectancy to Trust, Effort Expectancy and Trust to Behavioral Intention, and Facilitating Conditions against Use.

This research is expected to be useful for PT Global Digital Niaga (GDN) in order to achieve the increasing interest of Blibli.com application users.

Keywords: UTAUT, SEM, Performance Expectancy, Social Influennce, Behavioral Intention, Use