

## ABSTRACT

The rapid development of e-commerce shows that Indonesians love online shopping. The Prelo application as the object of this research is an e-commerce business with an environmentally friendly online shopping Customer to Customer (C2C) concept in Indonesia which has an active user of around 75 thousand and the number of Prelo application downloaders around 245 thousand. This shows that customer interest in the Prelo application still needs to be improved.

The purpose of this study is to analyze the factors that influence consumer behavior towards the application of Prelo in Indonesia. The theoretical approach used in this study is the UTAUT 2 model developed by Venkatesh, Thong, and Xu in 2012. The factors used in this study were Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Trust, Behavioral Intention, and Use Behavior, while Age and Gender are moderating variables.

The data collection of this research is through online questionnaires through push notification in the Prelo application for approximately one month. The number of respondents used in this study were 400 respondents who were domiciled in Indonesia with the instrument of data collection in this study was a questionnaire with 50 statement items from 10 constructs used. All statement items have met the validity and reliability test. The results of all research constructs are declared valid. To test the hypothesis, the data analysis technique used is Structural Equation Modeling (SEM) with SmartPLS 3.2.8 as statistical software.

The results of this study indicate that Habit, Trust, Hedonic Motivation and Social Influence can influence Behavioral Intention of 74.8%, while Habit and Behavioral Intention can affect Use Behavior by 78.2%. Then it was discovered that Age only moderated the relationship between Hedonic Motivation and Social Influence to Behavioral Intention and Gender, only moderating Habit's relationship to Behavioral Intention.

This study has found that the most significant factor of the UTAUT2 model that influences consumer behavior intentions on Prelo applications in Indonesia is Habit, Trust, Hedonic Motivation and Social Influence. This means that Prelo needs to improve its marketing strategy more aggressively in order to create a habit for consumers to improve the transaction routines in the Prelo application, and evaluate the application system to improve the quality of security. To increase Prelo's social influence it is necessary to interact with several communities or with important people in the community, and continue to develop rental services in the Prelo application so that Prelo users feel pleasure in using the rental feature in the future. Future research is expected to involve users and non-users, so that they can find out the factors that are the drivers and inhibitors of consumers in using the Prelo application service to conduct Buy-Sell, Rent and Service transactions.

*Keywords: E-Commerce, Indonesia, modified UTAUT 2, Prelo*