

ABSTRACT

The e-commerce business in Indonesia shows a very large opportunity. The number of e-commerce service users in Indonesia is projected to continue to increase. In 2024, the number of e-commerce service users in Indonesia will be 65.65 million and will increase to 99.1 million in 2029. The e-commerce market penetration in 2024 is 23.94% and will grow to 34.84% in 2029.

The purpose of this study is to investigate the factors that have an impact on the level of intention to continue using the Bukalapak e-commerce application in Indonesia. This research is motivated by the projection of an increase in the number of e-commerce users in Indonesia, but the number of monthly visits to Bukalapak has decreased. This study uses a modified model of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) by adding the variables Confirmation, Satisfaction, and Trust. The independent variables in this study are Social Influence, Effort Expectancy, Facilitating Condition, Performance Expectancy, Hedonic Motivation, Price Value, Trust, Habit, dan Confirmation. The dependent variables in this study are Satisfaction and Continuance Intention.

This study employs a quantitative methodology through the distribution of questionnaires to 415 Bukalapak user respondents in Indonesia on Google Form. The collected data will be analyzed using Partial Least Square (SEM) with the help of SmartPLS 3 software. This research is expected to provide new insights regarding the factors that influence the continuance intention of using the Bukalapak application in Indonesia, as well as offer practical implications for companies to develop marketing strategies and increase customer satisfaction.