

## ABSTRACT

*Current developments in technology and information are encouraging various industries to carry out digital transformation, even the outdoor gear industry. EIGER Adventure as a brand providing outdoor equipment and supplies, seeks to increase the convenience of online shopping for its consumers by launching its mobile application.*

*The objective of this study is to assess the factors that influence consumers' acceptance of the EIGER application. To this end, the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) conceptual model was employed, incorporating the Perceived Risk and Trust variables without the incorporation of moderator variables.*

*The research method employed is quantitative, encompassing descriptive and causal research types. The population of this study comprises users of the EIGER application in Indonesia. The sampling technique utilized is nonprobability sampling through purposive sampling, with a total of 478 respondents included in the study. The analysis of quantitative data employs descriptive analysis and Structural Equation Modeling (SEM) techniques, with data processing facilitated by SmartPLS 4.*

*The results in this study revealed that the Social Influence and Trust variables have a positive and significant effect on Behavioral Intention, the Habit variable has a positive and significant effect on Behavioral Intention and Use Behavior, also the Behavioral Intention variable has a positive and significant effect on Use Behavior in using mobile shopping apps services for online shopping activities by EIGER application users.*

*Keywords: user acceptance, EIGER, UTAUT2, mobile shopping apps*