ABSTRAK

PENGARUH MODEL *UTAUT (UNIFIED THEORY ACCEPTANCE AND USE OF TECHNOLOGY)* TERHADAP MINAT MENGGUNAKAN *(INTENTION TO USE) MARKETPLACE* SHOPEE DI KOTA SEMARANG

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Penelitian ini bertujuan untuk menganalisis pengaruh model UTAUT *(Unified Theory of Acceptance and Use of Technology)* terhadap minat menggunakan *(intention to use) marketplace* Shopee di Kota Semarang. Model UTAUT menjelaskan bahwa penerimaan dan penggunaan teknologi dipengaruhi oleh beberapa konstruk utama, yaitu *performance expectancy, effort expectancy, social influence, dan facilitating conditions.* Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada pengguna Shopee di Kota Semarang. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 150 orang. Data dianalisis menggunakan analisis regresi linear berganda dengan bantuan aplikasi statistik. Hasil penelitian menunjukkan bahwa secara parsial *performance expectancy, effort expectancy, dan social influence* berpengaruh positif dan signifikan terhadap minat menggunakan Shopee, sedangkan *facilitating conditions* berpengaruh positif namun tidak signifikan. Secara simultan, seluruh variabel dalam model UTAUT berpengaruh signifikan terhadap minat menggunakan *marketplace* Shopee di Kota Semarang. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi pemasaran digital dan peningkatan layanan *marketplace* guna meningkatkan minat penggunaan teknologi di kalangan masyarakat.

Kata Kunci: *UTAUT, Intention to use, marketplace*, Shopee, Minat menggunakan.

ABSTRAK

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This study aims to analyze the influence of the UTAUT (Unified Theory of Acceptance and Use of Technology) model on the intention to use the Shopee marketplace in Semarang City. The UTAUT model explains that the acceptance and use of technology are influenced by several main constructs, namely performance expectancy, effort expectancy, social influence, and facilitating conditions. This study uses a quantitative approach with a survey method by distributing questionnaires to Shopee users in Semarang City. The sampling technique uses purposive sampling with 150 respondents. The data were analyzed using multiple linear regression analysis with the help of statistical applications. The results show that, partially, performance expectancy, effort expectancy, and social influence have a positive and significant effect on the intention to use Shopee, while facilitating conditions have a positive but insignificant effect. Simultaneously, all variables in the UTAUT model have a significant effect on the intention to use the Shopee marketplace in Semarang City. This study is expected to contribute to the development of digital marketing strategies and the improvement of marketplace services to increase the interest in using technology among the public.

Keywords: UTAUT, Intention to use, marketplace, Shopee, Interest in using.