The Influence Of Technology Acceptance Model On The Purchasing Interest Of The Kefamenanu Community On E-Commerce Shopee

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Article Info	ABSTRACT
	Interest in buying in a way on line influenced by convenience or trust consumer to something marketplace . This matter caused by the system one of them is information is Technology Acceptance Model (TAM). TAM consists from perceived ease of use (ease use), perceived usefulness (usefulness), attitude toward using technology (attitude), behavioral intention to use (intention), and actual technology use (use real technology) . Study This focuses on convenience users and trust consumers on one marketplace namely Shopee. The purpose of study This For know influence factor convenience users (perceived ease of use) towards interest buy public Famenanu on e-commerce Shopee, influence factor trust (perceived trust) towards interest buy public Kefamenanu on e-commerce Shopee as well influence factor convenience users and trust to interest buy public Famenanu on e-commerce Shopee. Method used in study This is TAM method and data collection using distributed questionnaires to 75 respondents in a way direct as well as Validity and reliability tests were carried out which resulted all items used in questionnaire said to be valid and reliable . Research methods using the t test and f test with help IBM SPSS Statistics software . Research result show convenience user influential to interest buy and trust influential to interest buy . Whereas For convenience users and trust are also the same influential to interest buy.
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INTRODUCTION

At the time now the internet is one need principal for some people. They assume the internet can fulfil need they like learn , search information , playing games, socializing , communicating and shopping on line . One of moderate internet use develop is shop online via ¬ecommerce . Ecommerce is abbreviation from electronic commerce or trading electronic that is something possible concept seller and buyer can do A transaction or not meet in a way direct (Farrasari & Amaliah, 2023) . His presence e-commerce can help consumer For can see moreover formerly the item you want purchased through web or promoted by the seller . Apart from that , there are also more consumers easy do transaction buy goods When just and where just through notebook , computer or connected cellphone with the internet (Dewi & Santika, 2018) .

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One of the internet sites in Indonesia that implements it draft e-commerce is markerplace Shopee. Shopee is one of them The largest marketplace in Indonesia that provides Lots feature inside it such as free shipping , cash on demand (COD), cashback , vouchers, shopee coins , shopee pay, SPayLater , SPinjam , so makes it easier his customers For transaction with safe Because use service escrow or account party third (Siti Aisyah et al., 2022) . Based on survey results that have been done researchers in society Your fame about his opinion use Shopee marketplace , them say like shop on Shopee because helped with feature SpayLater , COD and SPinjam . However , there is a number of from those who don't interested shop on line Because purchased items No Can direct accepted in time close and complicated use free shipping feature or vouchers offered . On the side Otherwise , free shipping or vouchers are very useful For the people of Kefamenanu City Because sometimes cost shipping more expensive than purchased items . Convenience use free shipping feature or voucher still become problem Because must fulfil applicable terms and conditions even sometimes No Can used .

Problems aside convenience in use free shipping and voucher features , with shop online community Nor does my fame see in a way direct items that will purchased or meet with the seller who offers the product , so purchased items sometimes No in accordance with Pictures provided by the seller . That matter result public tend No believe with picture the product provided by the seller , so intention buy they become decrease . This matter show that necessity built A trust between sellers and buyers do purchase in a way online (Alwafi et al., 2016). Interest in buying in a way on line is activity somebody before do decision purchases on the marketplace are influenced by convenience or trust to marketplace the (Yunita et al., 2021) . This is greatly influenced by the system information , one of them is Technology Acceptance Model (TAM).

The Technology Acceptance Model (TAM) is theory system designed information For explain How user understand and use A technology information (Ismayanti , 2018). This model introduced by Davis in 1989 which is used For explain the reason people accept A technology or system particular consisting of five factors that is perceived ease of use (ease use), perceived usefulness (usefulness), attitude toward using technology (attitude), behavioral intention to use (intention), and actual technology use (use real technology) (Davis, 1993) . Additionally , according to Venkatesh et al., (2002) integrating the TAM model can enter factor extrinsic influence use system and can replaced in accordance with object or topic study like trust (perceived trust) and perception risk (perceived risk). In research this , researcher more focuses on factors convenience and factors trust . The convenience factor (perceived ease of uses) explains that something perception convenience use defined technology as something size Where somebody believe that technology the easy understood or young its use (Arif, 2012) . According to results research conducted by Yunita et al., (2021) find that convenience (perceived ease of uses) no influential to interest buy on the Tokopedia application . Whereas research conducted Dewi & Santika (2018) find that ease (perceived ease of use) has an effect positive and significant to online shopping intention in Denpasar City.

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The trust factor (perceived trust) is base For transaction with sellers and buyers make it consumer own hope big For satisfied to swap exchange the (Pavlou, 2003) . According to results research conducted by (George Noveril Hibur, Ronald PC Fanggidae, Merlyn Kurniawati, 2020) find that generation millennials in Kupang City No too consider trust If they shop through Facebook marketplace . Whereas research conducted by (Khotimah & Febriansyah, 2018) find that trust consumers and creativity advertisement influential significant to interest buy .

Based on description above , objectives study This is For know influence factor convenience users (perceived ease of use) towards interest buy public Famenanu on e-commerce Shopee, influence factor trust (perceived trust) towards interest buy public Kefamenanu on e-commerce Shopee as well influence factor convenience users and trust to interest buy public Famenanu on e-commerce Shopee.

METHOD

Study This use approach quantitative Because in the process using data in the form of number as tool analyze information about what do you want is known . Methods used in research This that is Technology Acceptance Model (TAM) (Siri et al., 2017) . Study This use three variables that have modified from previous TAM research models that is convenience use (perceived ease of use) as variable free first (X1), trust (perceived trust) as variable free second (X2) and interest buy as variable bound (Y).

Population in study This is public Your fame ever or active use Shopee application . Whereas sample in study This is part public Kefamenanu who is 17 years old to above and ever or active use Shopee application . Retrieval technique sample that is purposive sampling , where taking sample with consideration certain . How to determine sample study is with submit question to candidate respondents is Once use markerplace Shopee or Not yet Once . If candidate respondents Once use , then he become selected respondents . Determination amount sample determined with big amount minimum sample 5 × number indicator . So samples are taken in study This is 5 × 15 indicators namely 75 respondents (Ferdinand, 2006).

Data collection techniques used is questionnaire . Questionnaire This given in a way directly to respondents who have chosen with existing criteria set that is, at least once use Shopee marketplace or active use Shopee marketplace in shop on line .
Deep data analysis study This use help IBM SPSS Statistics software that is :
1. Validity test used For know compassion from instrument questionnaire used . Questionnaire can is said to be valid if r count more big r table (r count > r table).
2. Test reliability used For measure internal consistency of the tool measure . Something instrument said reliable If mark Cronbach's Alpha > 0.60.
3. The t test (partial test) is used For know is variable free (X) has an effect significant to variable bound (Y). Basis for taking decision (Ghozali, 2013) , namely :
   a. If t count < t table or mark significant > 0.05 then variable free No influential or not significant to variable bound

b. If t count > t table or mark significant < 0.05 then variable free influential and significant to variable bound

4. The f test (simultaneous test) is used For know is variable freely (X1 and X2) respectively together influential in a way significant to variable bound (Y). Basis for taking decision (Mushon, 2005) , namely :
   a. If f count < f table or mark significant > 0.05 then variable free X1 and X2 are not influential to variable Y.
   b. If f count > f table or mark significant < 0.05 then variable X1 and X2 are free to influence to variable Y.

RESULTS AND DISCUSSION

Validity test
Validity test using 75 respondents with 3 variables that is convenience users (X1), trust (X2) and interest buy (Y). Questionnaire can is said to be valid if testing mark r count more big from r table (r count > r table). The table r value used researcher calculated with $\alpha = 5\%$ and df (N-2) = 75-2 = 73. Got it seen from amount r table For df = 73 is 0.227, after Validity test is carried out all statement items questionnaire is said to be valid because mark r count more big from r table .

Reliability Test
Something instrument can said reliable if mark Cronbach's Alpha > 0.60 (Priyatno, 2016). Following reliability test table .

Table 1.

Variable	Item Reliability	Cronbach's Alpha Compute	Cronbach's Alpha Table	Information
Convenience User (X1)	6	0.623	0.60	Reliable
Trust (X2)	4	0.618	0.60	Reliable
Purchase Interest (Y)	5	0.673	0.60	Reliable

Source : data processed by SPSS

Based on reliability test results variable convenience users (X1), trust (X2) and interest buy (Y) with use IBM SPSS Version 29.0.2.0 (20) application to 75 respondents can taken conclusion that , is obtained mark Cronbach's Alpha shows more big from value 0.60. With thereby answers respondents from variables study the said reliable .

T test
For see influence variable free to variable bound is with carry out a T test (partial test). In research This is for see influence convenience users and trust to interest buy public Famenanu on e-commerce Shopee. The t test results are in Table 2 below .

Table 2.

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,343	,552		-2,433	.017
USER EASE	,837	,036	,900	23,390	<.001
TRUST	.118	,043	.105	2,731	,008
a. Dependent Variable: BUYING INTEREST					

Source : data processed by SPSS

Based on Table 2 above , you can seen that mark t count For variable convenience users (X1) is 23,390 and t table of 1,993 or t count > t table as well as mark significant of 0.001 or mark significant < 0.05. So you can concluded that variable convenience user (X1) is influential significant to interest buy (Y). Medium mark t count For variable confidence (X2) is 2.731 and t table of 1,993 or t count > t table as well as mark significant 0.008 or mark significant <0.05. So you can concluded that variable trust (X2) has an effect significant to interest buy (Y).

F test

F test was performed For see second variable free (X1 and X2) equally influential to variable bound (Y). The F test results are in Table 3 below .

Table 3.
ANOVA [a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	369,641	2	184,820	458,454	<.001 [b]
Residual	29,026	72	.403		
Total	398,667	74			
a. Dependent Variable: BUYING INTEREST					
b. Predictors: (Constant), TRUST, USER EASE					

Source : data processed by SPSS

Based on Table 3 above , you can seen that mark f count of 458.454 and f table 3.12 or f count > f table as well as mark significant 0.001 or mark significant <0.05. So you can concluded that convenience users (X1) and trust (X2) influence significant to interest buy (Y).

Influence Convenience User (Perceived Ease Of Use)

Variable convenience user influential or own significant relationship to interest buy on Shopee e-commerce . Based on t test results (partial test) were found mark t count amounting to 23,390 > t table amounted to 1,993 and value significant equal to 0.001 < 0.05. So that it can concluded that there is influence convenience user (X1) against interest buy (Y) on e-commerce Shopee.

Research result This in accordance with research conducted by Cho & Sagynov (2015) , Lim & Ting (2012) , Dewi & Santika (2018) who found that convenience selling site users buy

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influential significant to interest buy . However results study this , no in line with research conducted by Khotimah & Febriansyah (2018) , Yunita et al., (2021) which found that convenience user No influential to interest buy .

The Influence of Trust (Perceived Trust)

Variable trust influential or own significant relationship to interest buy on Shopee e-commerce . Based on t test results (partial test) were found mark t count equal to 2.731 > t table amounted to 1,993 and value significant equal to 0.008 < 0.05. So that it can concluded that there is influence trust (X2) towards interest buy (Y) on e-commerce Shopee.

Abstract Tokopedia.com is one of the online malls in Indonesia that carries the marketplace and online mall business model. Tokopedia allows individuals, small shops and brands to open and manage online stores. This study aims to determine and analyze whether trust, ease of use and trust and ease of use affect buying interest in the Tokopedia application, especially residents of Sotek Village rt.10 Penajam District. The type of data used is quantitative data with 73 respondents who are active users of Tokopedia. The method used in this research is the TAM (Technology Acceptance Model) method. The collection method uses a questionnaire that has been distributed to 73 respondents directly and carried out a validity test and reliability test which results in 100% of the statements being said to be valid and suitable for use. The results of this study indicate that the effect of trust (Perceived trust) has an effect on buying interest in the Tokopedia application, it can be seen from the analysis of the T value> T table (2.609> 1.993) and the significance value is smaller than alpha (0.011 <0.05). Perceived ease of use has no effect on buying interest in the Tokopedia application, it can be seen from the analysis of the T value < T table (-0.353 < 1.993) and the significance value is greater than alpha (0.725 > 0.05). Keywords: marketplace, Tokopedia, TAM (Technology Acceptance Model, Perceived trust, Perceived ease of use) Abstract Tokopedia.com is one of the online malls in Indonesia that carries the marketplace and online mall business model. Tokopedia allows individuals, small shops and brands to open and manage an online store. This study aims to determine and analyze whether trust, ease of use and trust, and ease of use affect buying interest in the Tokopedia application, especially residents of Sotek Village Rt.10 Kec. Sharpener. The type of data used is quantitative data with 73 active users of Tokopedia as respondents. The method used in this study is the TAM (Technology Acceptance Model) method. The collection method used a questionnaire that had been distributed to 73 respondents directly and was tested for validity and reliability testing which resulted in 100% of the statements being said to be valid and feasible to use.

Influence Convenience Users (Perceived Ease of Use) and Trust (Perceived Trust) on Purchase Interest

Variable convenience users and trust influence and ownership significant relationship to interest buy on Shopee e-commerce . Based on the results of the f test (simultaneous test) were found mark f count amounting to 458,484 > f table of 3.12. So can concluded that to influence convenience users (X1) and trust (X2) respectively simultaneous to interest buy (Y) on e-commerce Shopee. Study This in line with research conducted by Yunita et al.,

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(2021) found trust online and convenience in a way simultaneous influential significant to interest buy in a way on line .

CONCLUSION

Based on results study implementation method technology acceptance model (TAM) for measure influence convenience users and trust to interest buy public Famenanu on e-commerce Shopee which has been done so based on analysis of existing data obtained can concluded: Convenience factor user influential to interest buy public Famenanu on Shopee e-commerce that can be seen from mark t count amounting to 23,390 > t table amounted to 1,993. Trust factor influential to interest buy public Famenanu on Shopee e-commerce that can be seen from mark t count equal to 2.1993 > t table amounted to 1,993. Convenience users and trust You're welcome influential to interest buy public Famenanu on Shopee e-commerce that can be seen from mark f count amounting to 458,484 > f table of 3.12

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