

ABSTRACT

This study aims to measure the effect of behavioral intention involving the variables UTAUT, Online Shopping Anxiety, Herd Behavior and Covid-19 Pandemic Fear of Online Shopping users in the city of Bandung.

The research method used is a quantitative method that is used to examine the causal relationship of the variables that make up the structural equation model by using empirical data taken through a survey with five Likert scales for 25 question items. Data indicators owned by each variable from the survey results were tested for validity and reliability. Data were obtained for 331 respondents using online shopping in the city of Bandung. The data obtained was analyzed using SmartPLS 3.2.9 software.

The results of this study show that Performance Expectancy has a positive influence on Behavioral Intention, Facilitating Conditions has a positive influence on Behavioral Intention, Internet Shopping Anxiety has a negative influence on Behavioral Intention, Imitating others has a positive influence on Behavioral Intention, Discounting One's Own Information has a positive influence on Behavioral Intention, Covid-19 Fear has a negative influence on Imitating Others, and Covid-19 Fear has a positive effect on Discounting One's Own Information.

Keywords: Unified Theory of Acceptance and Use of The Technology, Herd Behaviour, Covid-19 fear, Internet Online Shopping, Behavioural Intention, Internet Online Shopping