

## ABSTRACT

*The growth of Internet users in Indonesia continues to increase from year to year. The survey results Indonesian Internet Service Provider Association (APJII) in 2014 reached 88 million users by as much as 34.9% penetration. The majority of e-commerce users aged under 30 years who are "digital natives". This has become a business opportunity for various industries to expand their business using one of the Internet in the field of e-commerce. In Indonesia, the use of e-commerce by consumers are still lacking. Additionally in developing countries research on e-commerce is still limited, including in Indonesia. Related to these opportunities need to be carried out research on the acceptance of e-commerce by consumers. Data from the questionnaire on Internet users' digital natives "into an object of research to determine the factors that influence consumer acceptance of e-commerce services.*

*This research will be carried out through the measurement of customer response to variable perceived usefulness, perceived ease of use, web retailer reputation, satisfaction with past online transactions, trust, perceived risk ,, intention to Transact, and actual to transact. In addition, this study evaluates the variable perceived usefulness, perceived ease of use, web retailer reputation, satisfaction with past online transactions, trust, perceived risk ,, intention to Transact, and actual to transact to determine the factors that influence consumer acceptance of e-commerce services. Methods of data collection is done by distributing questionnaires to 220 respondents. Processing data using Smart PLS 3.0.*

*Based on the results of data processing, it can be seen that the response of consumers on variable perceived risk, perceived usefulness, perceived ease of use, web retailer reputation, satisfaction with past online transactions, trust, intention to Transact, actual transaction e-commerce services in this study entered into both categories While based on the evaluation of the influence of these variables on actual transaction, the result that the variable perceived risk, perceived usefulness, perceived ease of use, web retailer reputation, satisfaction*

*with past online transactions, trusts, proved to have a significant positive effect on intention to transact. Indirectly, trust affects intention to transact through perceived ease of use and perceived usefulness. In addition to the perceived ease of use affect the intention to transact through perceived usefulness. The construct of the greatest effect on intentions to transact is the perceived usefulness of all constructs.*

*Based on the research results, it is to increase the use of e-commerce by consumers, the service provider of e-commerce should give priority to perceived usefulness, the usefulness of the service exceeds the selling traditionally example provides online help for using e-commerce, providing full information how to use e-commerce services, provides various payment methods such as cash on delivery, transfer or use a credit card, are easily accessible and can be accessed at any time.*

***Keywords: E-commerce; Technology Acceptance Model; Digital Natives***