ABSTRACT

Tokopedia is one of the marketplace in indonesia for buying and selling online. Tokopedia is a frequently visited site ranked 9th by 2016. The technology used by Tokopedia can affect the interest of tokopedia users from security, usability, convenience, and apology. This study aims to analyze the technolology of Tokopedia in using tokopedia. The variables used in this study are Perceived Uselfulness, Perceived Ease of Use, Security and Privacy, and Perceived Enjoyment to Behavioral Intention to use for online trading. This research is a quantitative research with descriptive and causal data. The population used is a student of Faculty of Economics and Business at Telkom University Tokopedia users who do online buying with a sample of 118 respondents. Data collected from 21 questionnaire questions were processed using IBM SPSS 24 with multiple linear regression analysis techniques. Based on the results simultaneously that Perceived Uselfulness, Perceived ease of Use, Security and Privacy, and Perceived Enjoyment positively influence Behavioral intention to Use in conducting online buying and selling. Based on the Results Partially that perceived uselfullness positively affect the Behavioral Intention to Use in online buying and selling in tokopedia.

Keyword: *Technology Acceptance Model (TAM), Perceived Usefulness, Perceived Ease of Use, Security and Privacy, Perceived Enjoyment*, Tokopedia.