

ABSTRACT

The use of smartphones in Indonesia currently has a high duration of use and frequency when compared to the use of computers and laptops. The company also began to shift its business from site to application, which also aimed at the convenience and mobility of consumers in online buying and selling transactions which currently have very rapid development and are in demand by the public. Tokopedia is one of the companies providing online trading services through websites and applications, but is currently focusing on improving service features on mobile applications. Percentage of Tokopedia application downloads in Indonesia is one of the highest, with 10 million downloads and 4.4 ratings.

This research was conducted to analyze consumer behavior in using the Tokopedia application, but on the adopters of late majority. Currently e-commerce users are more than just early adopters. Users often use more than one online marketplace. Users can easily make price and web comparisons using mobile applications, where they are free to choose because of more choices and easy access. Even though the number of online marketplace users has been very large, there are still users who have not been touched properly such as the early and late majority.

This research was conducted as a reference for companies to be able to make the right marketing strategy for late majority segmentation. The population in this study are people who are in Indonesia who have entered the late majority category that is new or still learning in using the Tokopedia application. This study has seven variables consisting of five exogenous variables and two endogenous variables, as well as two moderating variables. The sample used in this study was 400 respondents using Tokopedia application with late majority segmentation.

The results revealed that there were five factors in the UTAUT2 Model that significantly affected the behavioral intention to use the Tokopedia application, namely Performance Expectancy, Effort Expectancy, Social Influence, Price Value and Perceived Security & Risk and these five factors had an influence on Continuance Intention. In terms of moderation factors, both Age and Gender moderated several factors towards Continuance Intention. This model can predict Continuance Intention and Use Behavior for Tokopedia application services in Indonesia because it produces R2 values of 66% and 76%.

This study has found that the most significant factor of the UTAUT2 model that influences consumer behavior intention towards the Tokopedia application is Social Influence and Perceived Security & Risk. This means that Tokopedia must have more interaction with several communities or companies and the first interaction that is done is to people who have an important role in the community or company, so that it will ultimately influence each other. In addition to seeing the Perceived Security & Risk factors, Tokopedia needs to improve the system and security routinely also always be ready and available when consumers need help to solve the problem. The security guide must also be informed in detail and easily accessed by consumers. These things are done to reduce the concern that consumers will shop online. For further research, it is expected to be able to analyze the application or e-commerce website with a balanced composition of respondents, both in terms of age and gender and researchers are expected to examine consumers in the laggard category.

Keywords: Online Marketplace, Digital Marketing, UTAUT 2