

ABSTRACT

Indonesia is one of the five highest e-commerce growth countries in the world. Various facilities that offered by online shopping sites have caused an increase in the number of people who shop online and influence the logistics industry, especially regarding changes in distribution patterns, namely direct delivery to the final destination (customer's home), also called last mile delivery. The challenges that often faced by logistics players are about consumers' expectations of the time of delivery. Therefore, some service providers have developed a last mile logistics solution by implementing Self-Service Technology (SST) through Automated Parcel Station (APS). However, not all consumers can accept this new technology as an innovation so that the characteristics of consumers who have the possibility of receiving a self service parcel delivery service must be determined.

Through this study, it will be measured where the variables that used are a combination of the theory of Diffusion of Innovation (DOI) and the Theory of Reasoned Action (TRA). The variables in DOI theory are used to describe one of the variables of the TRA theory, which is beliefs, so that the variables that will be measured in this study there are compatibility, relative advantage, complexity, observability, and trialability against intention with attitude as a intervening variable. In addition, the influence of attitude directly against the intention will also be measured.

The method that used in the study was quantitative, with data collection used a questionnaire given to 190 e-commerce users who had not used APS in Bandung City. Data analysis techniques that used in this research is PLS SEM.

Based on the processing of the research data, a conclusion that the factors based on the combination of TRA and DOI theory affect the intention towards the beginning of the adoption of APS through the attituded as a relative and intervening variable. Trialability course. In addition, attitude also has a lck role that can affect the customer's intention in adopting APS.

Based on the results of the research, to increase customer intent in adopting APS services, the provider should further improve the socialization of APS services covering how to use, what are the benefits gained, and where Consumers can use the service..

Key Word : last mile delivery, Self-Service Technology, Automated Parcel Station