

ABSTRACT

Bukalapak is one of the leading online marketplace and unicorn company in Indonesia owned and run by PT. Bukalapak that focused on consumer-to-consumer (C2C) service that is e-commerce model who facilitated the user for selling and buying online transaction easier and simpler, Bukalapak launched a mobile app for Android. The application known as mobile Bukalapak was created for helping customer shopping via smartphone followed by the increases number of smartphone user in Indonesia. This research conducted to analyse factors the behavioural intention of using Bukalapak Mobile App. The factors represented by using Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) which contains performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), Habit (HA) and behavioral intention (BI).

The purpose of this study is to investigate the factors influencing behavioural intention Cross-sectional data was collected by conducting an online survey questionnaire contains 32 items completed by 400 valid respondents who use the application. All the data gathered had been fulfilled the requirement of validity and reliability. To test the hypothesis, this research used Structural Equation Modeling (SEM) with smartPLS 3.0 as software tool. The result that there are 3 factors Habit, Social Influence and Hedonic Motivation that significantly influence to Behavioural Intention of using Bukalapak Mobile App. In terms of moderating variable, gender and educational level are not moderating any factors that influence the Behavioural Intention. The model can strongly predict the Behavioural Intention of consumer towards Bukalapak Mobile App since 73,7%. This model can be used by the company to improve and develop customers behavioural intention towards Bukalapak Mobile App by considering those factors and its indicators.

This research has found that the most significant factor from Modified UTAUT 2 model that influence the behavioural intention of using Bukalapak Mobile App is Habit. It means that the company may improve the application by reconsider about the user will feel the need of repetition buying in their next transaction use Bukalapak Mobile App. For further research is expected conduct another extension variable in order to know which factor in has possibilities to influence that is not observed yet in this study. From this research object expected to be observed from seller perspective or different object since this study has strong explanatory power which is 73,7%

Keyword: Behavioral Intention, UTAUT, Bukalapak Mobile App