

ABSTRACT

Currently, there are many businesses engaged in the culinary sector, such as restaurants and fast food restaurants. The development of technology and information in Indonesia is growing and has a big impact on human life today. The ease of internet access is used by people to make online transactions because it provides many benefits for buyers and sellers. The above problem conditions will be used as the basis for research on user perceptions in accessing and using marketplace sites with the title "Analysis of Marketplace Site User Perceptions Using the Technology Acceptance Model (TAM) (Case Study on Tokopedia)".

In this research, the method used is quantitative research methods. The aim of this research is conclusive or causal research. The setting of this research is non contrived setting. The independent variables in this study are Perceived Ease Of Use, Perceived Usefulness, Attitude Toward Using, and behavioral intention. In this study, the measurement scale used is the Likert scale. The population in this study is the Tokopedia e-commerce user community throughout Indonesia. This sample is taken randomly from all samples who are willing to fill out this questionnaire. The data analysis technique used Structural Equation Modeling (SEM) with Smart PLS 3.2.7 Software.

Based on the results of the research made, it is found that 1) Perceived Ease Of Use has a significant on Behavioral Intention to Use. 2) Perceived Usefulness has no significant effect on Behavioral Intention 3) Attitude Toward Using has a significant on Behavioral Intention to Use. 4) Behavioral Intention to Use has a significant on Actual Usage.