

ABSTRACT

With the existence of Covid-19, people spend more time in the digital space for work, communicating, shopping, or just looking for entertainment. Many people end up shopping from home using e-commerce to buy their daily needs. Shopee is one of the e-commerce sites in Indonesia that has won first place with the most visits and the number of transactions has continued to increase, especially during the Covid-19 period. This shows that there has been a change in user interest in adopting the Shopee application.

This study aims to analyze the factors that influence Continuance Intention in using the Shopee application. The theoretical approach used in this study is the UTAUT 2 model developed by Venkatesh et.al., (2012) because the research model has the strongest predictive value. It is hoped that this research can help companies to understand the acceptance of e-commerce application users to gain insight into the right strategy to increase the market and get more profits.

The research data collection was carried out by distributing online questionnaires via *Google Form* to 400 respondents. This study was tested with PLS-SEM as a technique for analyzing 8 research constructs from the modified UTAUT2 model, namely Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Saving Orientation, Habit, and Trust.

The results showed that the factors that influenced the Continuance Intention in adopting the Shopee application from the highest to the lowest were Social Influence, Hedonic Motivation, Habit, Trust, and Performance Expectancy. This model is proven to strongly predict the desire of consumers to continue to adopt the Shopee application in the future because the R^2 in the study is 74.1%. The influence of the age moderating variable in this study does not affect the Continuance Intention of consumers in adopting the Shopee application. While the influence of the moderating variable gender affects the Trust variable on Continuance Intention.

Keywords: *Consumer Behavior, Continuance Intention, E-commerce, UTAUT2*