

ABSTRACT

The increasing number of internet users in Indonesia creates a new culture in doing business, one of which is the existence of an e-commerce business. These online facilities have caused people to start switching from conventional businesses to e-commerce businesses. E-commerce business is a means of digital and inter-organizational and individual commercial transactions by utilizing the internet, web, and online business applications. This study aims to determine the effect of attitudes, subjective norms, perceived behavioral control, and trust on the intention to use Lazada partially or simultaneously.

This research is a descriptive study using quantitative methods. This research was conducted starting from September 2021 to January 2022. The object studied in this research is Lazada. Data collection was obtained through distributing questionnaires to 400 respondents. The population in this study are all users of the Lazada platform. Analysis of the data in this study using Multiple Linear Regression.

Based on the results of the overall analysis of attitude variables, subjective norms, perceived behavioral control, trust and intention to use are in the good category and based on multiple linear regression analysis it is known that the variables of attitude, subjective norms, perceived behavioral control, and trust have a partially significant effect. and simultaneously on the intention to use Lazada that is equal to 70.4%.

Keyword: attitude, subjective norm, perceived behavioural control, trust intention to use