

ABSTRACT

This study aims to measure the effect of technology anxiety variables, change resistance, and pandemic fear in moderating the relationship between perceived effectiveness variables, economic benefits, and sustainable consumption in e-Commerce users in Bandung City during the Covid-19 pandemic.

The research method used is a quantitative method used to test the cause-and-effect relationship of the variables that make up the structural equation model, namely by using empirical data taken through a survey with five Likert scales for 20 question items. The indicator data owned by each survey variable is first tested for validity and reliability. Data obtained by 330 respondents using e-Commerce in Bandung City during the Covid-19 pandemic The data obtained was analyzed using SmartPLS 3.2.9 software.

The results of this study indicate that presumption of effectiveness has a positive and significant effect on economic benefits and sustainable consumption, economic benefits have a positive and significant effect on sustainable consumption, technological anxiety does not moderate the effect of presumption of effectiveness on economic benefits. technological anxiety does not moderate the effect of economic benefits on sustainable consumption, resistance to change does not moderate the effect of presumption of effectiveness on economic benefits, resistance to change does not moderate the effect of economic benefits on sustainable consumption, pandemic fear does not moderate the effect of presumption of effectiveness on economic benefits, pandemic fear does not moderate the effect of economic benefits on sustainable consumption,

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