

ABSTRACT

The rise of technology in Indonesia brings many changes to everyday life and indirectly forces everyone to get used to digital. One of the things that has changed is the emergence of e-commerce, or online shopping. A lot of people prefer to shop online rather than come directly to the store. But behind the phenomenon of online shopping, there is actually a decrease in visits to five e-commerce sites: Shopee, Tokopedia, Lazada, Bukalapak, and Blibli. This decline can indicate a decline in customer interest in buying. The research aims to identify gender differences through the role of moderation in its influence on perceived usefulness, perceived ease of use, and hedonic motivation towards online purchase intention on five e-commerce sites in Indonesia.

The research method used was descriptive and quantitative approaches with data collection techniques through the dissemination of questionnaires online and obtained as many as 390 respondents. Sampling techniques use nonprobability sampling with incidental sampling. This research uses SmartPLS software version 3.2.9 for data processing. The results of this study found that perceived usefulness and perceived ease of use influenced hedonic motivation; perceived ease of use and hedonic motivation influenced online purchase intention; perceived usefulness influenced online purchase intention through hedonic motivation; and perceived ease of use influenced online purchase intention through hedonic motivation. While perceived usefulness had no influence and gender does not moderate perceived usefulness, perceived ease of use and hedonic motivation towards online purchase intention.

Keyword: *perceived usefulness, perceived ease of use, hedonic motivation, online purchase intention dan gender.*