

ABSTRACT

The growth of e-commerce in Indonesia has been accelerating rapidly, driven by increased internet penetration and widespread smartphone usage. As one of the leading e-commerce platforms, Tokopedia needs to understand the factors influencing user adoption, particularly among the younger generation. This study aims to analyze the factors that affect the intention and usage behavior of Tokopedia among Generation Z aged 18–27 years in DKI Jakarta by applying the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model. This research adopts a quantitative approach through a survey of 100 respondents who meet the inclusion criteria. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach via SmartPLS software. The findings reveal that the constructs Price Value, Habit, and Behavioral Intention significantly influence both the intention and actual usage behavior of Tokopedia. In contrast, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, and Hedonic Motivation show no significant effect. The results suggest that when targeting Generation Z, Tokopedia should focus on fostering user habits, enhancing perceived price value, and reinforcing usage intentions through consistent and relevant strategies. This study contributes to the literature on technology adoption behavior in the Indonesian e-commerce sector, particularly by applying the UTAUT2 model to a young demographic.

Keywords: Tokopedia, Generation Z, UTAUT2, Behavioral Intention, E-commerce, Habit