ABSTRAK

ANALISIS FAKTOR-FAKTOR *TECHNOLOGY ACCEPTANCE MODEL* YANG MEMENGARUHI PERILAKU MAHASISWA DALAM BERBELANJA *ONLINE* MELALUI *INSTAGRAM*

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Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor *Technology Acceptance Model* yang memengaruhi perilaku mahasiswa akuntansi Universitas Sanata Dharma dalam berbelanja *online* melalui *instagram*. Variabel yang digunakan dalam penelitian ini adalah *subjective norm*, *image*, *output quality*, *result demonstrability*, *perceived ease of use*, *perceived usefulness*, *intention to use*, *usage behavior* yang berasal dari *Technology Acceptance Model* 2 (TAM2).

Subjek penelitian ini adalah mahasiswa akuntansi Universitas Sanata Dharma yang pernah berbelanja *online* menggunakan *instagram*. Pengambilan sampel dilakukan dengan *purposive sampling*. Teknik pengumpulan data menggunakan metode survei, dengan menyebarkan kuesioner kepada 253 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square-Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa faktor-faktor *Technology Acceptance Model* yang memengaruhi perilaku mahasiswa akuntansi Universitas Sanata Dharma dalam berbelanja *online* menggunakan *instagram* adalah *subjective norm*, *image*, *output quality*, *result demonstrability*, *perceived ease of use*, *perceived usefulness*, *intention to use*, *usage behavior*.

Kata kunci: *e-commerce*, *technology acceptance model* 2 (TAM2), *instagram*

ABSTRACT

ANALYSIS OF TECHNOLOGY ACCEPTANCE MODEL FACTORS THAT INFLUENCE STUDENT BEHAVIOR IN ONLINE SHOPPING THROUGH INSTAGRAM

Case study at Accounting Study Program in Sanata Dharma University

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The purpose of this study is to determine the Technology Acceptance Model factors that influence the behavior of accounting students of Sanata Dharma University in online shopping through Instagram. The variables used in this study are subjective norm, image, output quality, result demonstrability, perceived ease of use, perceived usefulness, intention to use, usage behaviour derived from technology acceptance model 2 (TAM2) .

The subjects of this study were accounting students at Sanata Dharma University who had shopped online using Instagram. Sampling was done by purposive sampling. Data collection technique used in this research was distributing questionnaires to 253 respondents. The data analysis technique used in this study was Partial Least Square-Structural Equation Modeling (PLS-SEM).

The results showed that the factors of technology acceptance models that influence the behavior of accounting students at Sanata Dharma University in shopping online using Instagram are subjective norms, images, output quality, demonstration results, perceived ease of use, perceived usefulness, intention to use, usage behavior.

Keywords: e-commerce, technology acceptance model 2 (TAM2), instagram