

ABSTRAK

Shopee merupakan salah satu *e-marketplace* yang beroperasi di Indonesia. Shopee menawarkan beragam produk salah satunya adalah produk digital dan layanan pembayaran tagihan yang terdapat dalam fitur pulsa, tagihan dan tiket. Penelitian ini bertujuan untuk mengidentifikasi faktor yang mempengaruhi kepuasan pengguna serta hubungannya terhadap penerimaan aplikasi Shopee khususnya pada pembelian produk *digital* dan pembayaran tagihan. Model yang digunakan yaitu Model *Unified Theory of Acceptance and Use of Technology* (UTAUT) dengan penambahan variabel *user satisfaction*. Terdapat sebanyak 272 sampel penelitian yang didapatkan dengan melakukan penyebaran kuesioner. Data diolah menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan *software* SmartPLS 3.0. Hasil penelitian menunjukkan bahwa hubungan variabel $PE > US$, $EE > US$, $SI > US$, $FC > US$ dan $US > BIUS$ memiliki nilai T-statistik diatas 1.64 yang menunjukkan bahwa 5 hipotesis penelitian diterima. Hasil temuan dari penelitian ini yaitu faktor atau variabel kepuasan pengguna (*user satisfaction*) berpengaruh positif terhadap penerimaan pengguna. Sedangkan variabel *Performance Expectancy* (PE), *Effort Expectancy* (EE), *Social Influence* (SI), *Facilitating Conditions* (FC) dan *User Satisfaction* (US) memiliki pengaruh positif terhadap kepuasan pengguna (*user satisfaction*) yang secara tidak langsung juga mempengaruhi penerimaan pengguna.

Kata kunci : Penerimaan Pengguna, Kepuasan Pengguna, Shopee, *Unified Theory Acceptance And Use Of Technology* (UTAUT).

ABSTRACT

Shopee is one of the e-marketplaces that operating in Indonesia. Shopee offers a variety of products, one of which is digital products and bill payment services contained in the credit, bill and ticket features. This study aims to identify factors that influence user satisfaction and its relationship to acceptance of the Shopee application, especially in purchasing digital products and bill payments. The model used is the Unified Theory of Acceptance and Use of Technology Model (UTAUT) with the addition of user satisfaction variables. There were 272 samples obtained by distributing questionnaires. The data was processed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 3.0 software. The results showed that the variable relationships PE> US, EE> US, SI> US, FC> US and US> BIUS have a T-statistic value above 1.64 which indicates that the 5 research hypotheses are accepted. The findings of this study are that the user satisfaction factor or variable has a positive effect on user acceptance. While the variables Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC) and User Satisfaction (US) have a positive influence on user satisfaction which indirectly also affects user acceptance.

Keywords: *User Acceptance, User Satisfaction, Shopee, Unified Theory Acceptance And Use Of Technology (UTAUT).*