WISNU PUTRA PRIHANTORO. Study of Determinants of Interest in Reuse of Mobile-Commerce Applications For Making an Online Purchase. Supervised by ARIF SATRIA and HARTOYO

The development of technology in human life makes the process of buying and selling is currently underway with the online system. Buy and sell transactions using electronic devices are also called e-commerce. The development of e-commerce brought changes in business activities that have been run in the real world and then developed into the virtual world. This phenomenon makes many retail stores have decreased profits and even closed. Although the number of electronic transactions using e-commerce in Indonesia is high, the level of e-commerce penetration in Indonesia is low compared to ASEAN countries.

E-commerce companies see the opportunity to make their e-commerce into the form of applications on smartphones that are more easily accessed by users. This application is called mobile-commerce or m-commerce and predicted to dominate the field of business and society in comparison with e-commerce. The use of e-commerce applications that exist in the smartphone or also called m-commerce is one of the adoption of technology to conduct purchase transactions. This study has several objectives, the first goal is to know the effect of perceived usefulness, attitude of the use of m-commerce applications, subjective norms, and behavioral control of interest in m-commerce applications on smartphones for online purchases. The second goal is to analyze the ease of use of perceived usefulness. The third objective is to analyze the effect of ease of use and perceived usefulness on the attitude of using m-commerce applications for online purchases. The fourth objective is to analyze the effect of security perception on the interest of using m-commerce application for online purchase.

This study uses descriptive quantitative method that provides an overview of an event or symptoms in a particular place by using data processing in the form of numbers with statistical tools with surveys conducted on people who have used m-commerce applications to make online purchases. Consumers who became respondents in this study as many as 200 people. The analytical tool used is Structural Equation Modeling (SEM) with an alternative method based on variance or component based SEM called Partial Least Square (PLS) using Smart PLS version 2.0 software.

Based on the result of research there is significant influence from the attitude of the use of m-commerce application to the interest of using m-commerce application for online purchase with effect coefficient equal to 0.226 with t-count (4.53) bigger than t-table (1.96). The security factor significantly influenced the interest of using m-commerce application with the effect coefficient of 0.223 with t-count (4.98) bigger than t-table (1.96). The perceived usefulness has a significant effect on the interest of using m-commerce application with the effect coefficient of 0.203 with t-count (4.03) greater than t-table (1.96). Behavioral control significantly influences the interest of using m-commerce application with influence coefficient 0.119 with t-count (2.16) bigger than t-table (1.96). Ease of use has a significant effect on perceived usefulness with the effect coefficient of 0.601 with t-count (18.90) greater than t-table (1.96). Ease of use has significant
effect on the attitude of using \textit{m-commerce} application with influence coefficient 0.173 with \textit{t-count} (3.98) bigger than \textit{t-table} (1.96). The perceived usefulness significantly affects the attitude of using \textit{m-commerce} application with the effect coefficient of 0.487 with \textit{t-count} (12.93) bigger than \textit{t-table} (1.96).

Keywords: e-commerce, \textit{m-commerce}, SEM, Technology Acceptance Model, Theory of Planned Behavior