

## ABSTRAK

**Shelma Karomi. 2024. Pengaruh *Theory of Acceptance Model (TAM)* Terhadap Keputusan Pembelian Spontan Pengguna *Shopee Paylater* di Kabupaten Sumenep.** Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Wiraraja  
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Penelitian ini bertujuan untuk menginvestigasi pengaruh *Theory of Technology Acceptance Model (TAM)* terhadap keputusan pembelian spontan, dengan fokus pada pengguna *Shopee Paylater* di Kabupaten Sumenep. TAM digunakan sebagai kerangka teoretis untuk menganalisis tiga variabel utama: *Perceived Ease of Use*, *Perceived Usefulness*, dan *Attitude Toward Using*, terhadap perilaku pembelian impulsif pengguna. Metode penelitian yang digunakan adalah survei dengan menggunakan kuesioner yang disebar kepada pengguna *Shopee Paylater* di Kabupaten Sumenep. Analisis data dilakukan dengan menggunakan teknik regresi linier berganda.

Hasil penelitian menunjukkan bahwa *Perceived Ease of Use* dan *Attitude Toward Using* memiliki pengaruh yang signifikan terhadap keputusan pembelian spontan, sementara *Perceived Usefulness* tidak memiliki pengaruh yang signifikan. Temuan ini mengindikasikan bahwa pengguna cenderung melakukan pembelian spontan jika mereka merasa bahwa layanan *Shopee Paylater* mudah digunakan dan jika mereka memiliki sikap positif terhadap penggunaan layanan tersebut.

Dengan demikian, hasil penelitian ini memberikan wawasan yang berharga bagi perusahaan *e-commerce* seperti *Shopee* dalam merancang strategi pemasaran dan pengembangan produk yang dapat meningkatkan keterlibatan pengguna dan memperkuat keputusan pembelian spontan. Studi ini juga menyediakan kontribusi teoritis terhadap pemahaman tentang faktor-faktor yang memengaruhi perilaku pembelian impulsif dalam konteks penggunaan teknologi *e-commerce*.

**Kata Kunci:** *Perceived Ease of Use*, *Perceived Usefulness*, dan *Attitude Toward Using* dan Keputusan Pembelian Spontan

## **ABSTRACT**

**Shelma Karomi.** 2024. *The Effect of Theory of Acceptance Model (TAM) on Spontaneous Purchasing Decisions of Shopee Paylater Users in Sumenep District.* Management Study Programme, Faculty of Economics and Business, Wiraraja University

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*This study aims to investigate the effect of the Theory of Technology Acceptance Model (TAM) on spontaneous purchasing decisions, with a focus on Shopee Paylater users in Sumenep Regency. TAM is used as a theoretical framework to analyse three main variables: Perceived Ease of Use, Perceived Usefulness, and Attitude Toward Using, on users' impulse buying behaviour. The research method used was a survey using a questionnaire distributed to Shopee Paylater users in Sumenep Regency. Data analysis was carried out using multiple linear regression techniques.*

*The results showed that Perceived Ease of Use and Attitude Toward Using had a significant influence on spontaneous purchasing decisions, while Perceived Usefulness had no significant effect. This finding indicates that users are likely to make spontaneous purchases if they feel that the Shopee Paylater service is easy to use and if they have a positive attitude towards using the service.*

*Thus, the results of this study provide valuable insights for e-commerce companies such as Shopee in designing marketing and product development strategies that can increase user engagement and strengthen spontaneous purchase decisions. This study also provides a theoretical contribution to the understanding of the factors that influence impulse buying behaviour in the context of using e-commerce technology.*

**Keywords:** *Perceived Ease of Use, Perceived Usefulness, and Attitude Toward Using and Spontaneous Purchase Decision*