ANALYSIS CONSUMER BEHAVIOR TOWARD MOBILE PHONE PURCHASING VIA E-COMMERCE MOBILE APPLICATION

Hamzah Muhammad Mardi Putra
STIE Pelita Bangsa

ABSTRACT

There are increases in e-commerce user through mobile application purchases. Purpose of this Research is analyzing the relationship consumer behaviour towards mobile phone purchasing through e-commerce mobile applications. The method used is integrating TAM (Technology Acceptance Model) and IDT which connects perceived Usefulness, perceived Ease of Use, Cognition of Compatibility to Attitudes toward Using and Customer Satisfaction. The sampling technique using sampling nonprobability with purposive sampling and snow bowing. The number of respondents contribute is 120 respondents. Research shows influences of positive perceived Usefulness, perceived Ease of Use, and compatibility on Attitudes Toward Mobile Applications. Perceived Usefulness NOT affect Customer Satisfaction. Perceived Ease of USE positive influence on Customer Satisfaction. Perceived Ease of USE has positive effect on perceived Usefulness of Mobile Applications. Attitude toward Using has positive influence on Customer Satisfaction.

Keyword: Consumer Behavior, e-commerce, Mobile Phone, Mobile Application