

***ANTECEDENTS AND CONSEQUENCES OF BEHAVIOR  
INTENTION IN M-SHOPPING USERS IN INDONESIA***

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***ABSTRACT***

The purpose of this study is to determine the antecedents and consequences of Behavior Intention. And determine the effect of various factors that determine Behavior Intention and its impact on Usage Behavior in Mobile Shopping users in Indonesia. Furthermore, four determinants of Behavior Intention, namely Mobile Search, Site Attention, Perceived Control, Attitude toward MS and one consequence variable namely Usage Behavior. Based on the literature review and previous empirical study, five hypotheses were formulated. Data obtained from survey results using a questionnaire given to 181 respondents who met the criteria, namely M-Shopping Customers who have at least one E-commerce platform, M-Shopping Customers who have used online shopping transactions at least once and aged around 15 to 45 years and WNI. The data was analyzed by using multiple linear regression. The results of this study indicate that Mobile Search, Perceived Control, Attitude toward MS are antecedents of behavioral intention and one consequence variable, namely Usage Behavior. Whereas Site Attachment is not an antecedent of behavioral intention. This research is expected to contribute to the science and development of consumer behavior related to M-shopping. In addition, it is also expected to contribute to managers' decision making in marketing strategies for online-based companies.

**Keywords :** Mobile Shopping, Usage Behavior, Behavior Intention, Mobile Search, Site Attention, Perceived Control and Attitude toward MS.

# **ANTESENDEN DAN KONSEKUENS *BEHAVIOR INTENTION***

## **PADA PENGGUNA *MOBILE SHOPPING* DI INDONESIA**

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### **ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui antesenden dan konsekuensi *Behavior Intention*, serta untuk mengetahui pengaruh berbagai faktor yang menentukan *Behavior Intention* dan dampaknya terhadap *Usage Behavior* pada pengguna *Mobile Shopping* di Indonesia. Untuk kepentingan ini, ditetapkan empat variable antesenden penentu *Behavior Intention* yakni *Mobile Search*, *Site Attacement*, *Perceived Control*, *Attitude toward MS* dan satu variable konsekuensi yaitu *Usage Behavior*. Berbasis pada *literature review* dan *study empiric* penelitian terdahulu, dirumuskan lima Hipotesiss. Data diperoleh dari hasil survei menggunakan kuesioner yang diberikan kepada 181 responden yang memenuhi kriteria, yaitu Pelanggan *M-Shopping* yang minimal mempunyai satu platform *E-commerce*, Pelanggan *M-Shopping* yang pernah melakukan transaksi perbelanjaan online minimal satu kali, berusia 15 sampai 45 tahun dan Warga Negara Indonesia. Data tersebut dianalisis menggunakan regresi linier berganda. Hasil dari penelitian ini menunjukkan *Mobile Search*, *Perceived Control*, *Attitude toward MS* merupakan antesenden dari *behavior intention* dan satu variable konsekuensi yaitu *Usage Behavior*, sedangkan *Site Attacement* bukan merupakan antesenden dari *behavior intention*. Penelitian ini diharapkan dapat memberi kontribusi pada ilmu pengetahuan dan pengembangan perilaku konsumen terkait dengan *M-shopping*. Selain itu, diharapkan juga berkontribusi pada keputusan manajer dalam penentuan strategi marketing diperusahaan berbasis online.

**Keyword : *Mobile Shopping, Usage Behavior, Behavior Intention, Mobile Search, Site Attacement, Perceived Control dan Attitude toward MS.***