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THE USE OF TECHNOLOGY ACCEPTANCE MODEL TO DETERMINE USE BEHAVIOR FACTORS: A CASE OF ZALORA INDONESIA

Abstract

In this era, developments in the results of shopping technology are no longer carried out in supermarkets, shopping centers, etc. Currently, shopping can also be done online via the internet. There are so many e-commerce in Indonesia, one of which is Zalora. The purpose of this research to find out the influence of technology acceptance model in the context use behavior of Zalora Indonesia users such as perceived usefulness, perceived ease of use, perceived enjoyment, subjective norm, intention to use, and use behavior.

Keywords: *Technology Acceptance Model, Intention to Use, Use Behavior, Zalora*

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