

ABSTRACT

This study aims to analyze the factors that influence the use behavior of kitabisa.com crowdfunding platform with the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) approaches. The sampling technique in this study was taken using purposive sampling. The data collection process was carried out through filling out questionnaires by 270 respondents, of which the respondents were millennials who had used the Kitabisa.com crowdfunding platform. The analytical technique used is Structural Equation Modeling (SEM) using the SmartPLS version 3.0 application.

The results of the analysis show that the variables adopted from TPB, namely Perceived Behavioral Control (PBC), attitudes towards use and subjective norms have a positive and significant influence on intention to use the Kitabisa.com crowdfunding platform. While the variables adopted from TAM, perceived ease of use has a positive and significant effect, while perceived usefulness has no influence on intention to use the Kitabisa.com crowdfunding platform. Then, intention to use the kitabisa.com crowdfunding platform has a positive and significant impact on the use behavior the Kitabisa.com crowdfunding platform.

Keywords: TAM, TPB, intention to use, use behavior, SEM.