

# UNIVERSITAS INTERNASIONAL BATAM

---

*Faculty of Economic  
Management Study Program  
Even Semester 2019/2020*

## **THE USE OF MOBILE SHOPPING IN SHOPPING FOR CUSTOMERS OF BATAM CITY**

**Jack Sem  
NPM: 1441114**

### **ABSTRACT**

*The research aims to study the use and access of Mobile Shopping's application/platform in shopping for customers of Batam City. This study uses Trust, Attitude, Perceived Ease of Use, Perceived Usefulness and Personal Innovativeness variable as an independent variable, the User Satisfaction of Mobile Shopping as the intervening variable toward the User of Mobile Shopping variable as the dependent variable. There were 365 respondents as samples in this study which are residents of Batam by using purposive sampling method. The research data collected were processed using the Partial Least Square (PLS) program.*

*The results of this study show that shopping activity in Mobile Shopping's application/platform. Trust, Attitude, Perceived Ease of Use and Personal Innovativeness variables significantly influence User Satisfaction of Mobile Shopping, meanwhile Perceived Usefulness variable does not. User Satisfaction of Mobile Shopping as the intervening variable has a significant effect on User of Mobile Shopping.*

**Keywords :** *Trust, Attitude, Perceived Ease of Use, Perceived Usefulness, Personal Innovativeness, Satisfaction, User of Mobile Shopping*