

Investigation of Marketplace Factors and Purchasing Intentions of UNY Fashion Students on Fashion Products Based on the TAM Approach

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ABSTRACT

This study investigates Marketplace Factors and Purchase Intentions of Fashion Products where the approach is carried out using the Technology Acceptance Model (TAM) model. The objectives are: 1) To find out the Marketplace Factors and Purchase Intentions of UNY Fashion Design Students on Fashion Products Based on the TAM Approach; 2) To find out what factors influence students' purchase intentions on fashion products using the marketplace; 3) To find out how much influence the TAM approach has on students' purchase intentions using the marketplace. This research method is a survey research with convenience sampling using a quantitative approach. The research population of all students who use the marketplace at UNY in purchasing fashion products. Samples were taken from participants who bought fashion products using the marketplace. Data taken using online questionnaires was conducted to extract information from marketplace users and observations. Structural Equation Modeling is used to analyze models. The majority of respondents were in the high category with a percentage of 65.1%; As many as 67.6% of research respondents fell into the category of high perceived ease of use score; The perceived usefulness score of most respondents falls into the high category with a percentage reaching 63.5%; Attitude variable score As many as 44.8% of respondents fall into the high category; Behavioral intention variable The majority of respondents were included in the high score categorization with a percentage of 60.2%; Based on the analysis of the predictive power of the model, it can be concluded that the research model still has a predictive level that is not very good. The predictive level of the research model that is not very good shows that the overall structural relationship model of research is not too strong. Although all structural pathways of the study were significantly accepted, the heterogeneous value of the path coefficients indicates that the overall model does not yet have a unified whole to be a good model.

Kata Kunci: Marketplace, Purchase Intent, Fashion Products, Technology Acceptance Model