

**RE-INTENTION TO USE SHOPEE APPLICATION USING TAM MODEL : A
STUDY OF GEN Z**

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ABSTRAK

This research aims to examine the factors that influence Gen Z's intention to use the Shopee application in Indonesia, which has a large share of internet users and a rapidly growing e-commerce sector. The growing use of mobile applications in Indonesia has made Shopee one of the most popular internet stores with its orange design and social sharing features. To collect data, a survey was conducted among Indonesian internet users. The survey results show that perceived ease of use and user interface design have a positive impact on users' intention to use the Shopee application. It is important for Shopee and other e-commerce companies to understand the factors that influence users' attitudes and actions towards their applications. By addressing these factors, they can increase their use and implementation success in the competitive e-commerce industry. Overall, this research highlights the importance of perceived ease of use, user interface design, and attitudes toward use in shaping users' intentions to use the Shopee application. These findings provide valuable insights for Shopee and other e-commerce companies to improve their apps and attract more users.

Kata kunci: Interface User Design; Perceived Ease of Use; Attituded Toward; Re-intention to Use

