

RINGKASAN

Perkembangan teknologi digital mendorong transformasi sistem pemasaran hasil pertanian melalui pemanfaatan platform belanja daring seperti Sayurbox. Platform ini menawarkan kemudahan akses terhadap produk pertanian segar serta efisiensi dalam proses distribusi. Namun, pada periode pascapandemi COVID-19, penggunaan platform *e-grocery* menunjukkan dinamika seiring dengan perubahan preferensi belanja konsumen. Kondisi tersebut mendorong perlunya kajian mengenai karakteristik konsumen serta faktor-faktor yang memengaruhi perilaku penggunaan platform agribisnis digital. Penelitian ini bertujuan untuk 1) mengidentifikasi karakteristik konsumen pengguna platform Sayurbox sebagai media belanja hasil pertanian dan 2) menganalisis faktor-faktor yang memengaruhi perilaku penggunaan Sayurbox berdasarkan pendekatan *Technology Acceptance Model* (TAM), yang meliputi *perceived ease of use*, *perceived usefulness*, *attitude toward using technology*, *behavioral intention to use*, dan *actual system use*.

Penelitian ini menerapkan metode studi kasus dengan pendekatan deskriptif kuantitatif. Teknik pengambilan sampel dilakukan menggunakan *purposive sampling* dengan jumlah 100 responden, yaitu konsumen yang berusia minimal 20 tahun, berdomisili di wilayah Jabodetabek, serta pernah menggunakan platform Sayurbox minimal dua kali dalam satu tahun terakhir. Pengumpulan data dilakukan melalui penyebaran kuesioner, selanjutnya data dianalisis menggunakan pendekatan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan dukungan perangkat lunak SmartPLS 4.

Temuan penelitian ini menunjukkan bahwa pengguna Sayurbox didominasi oleh konsumen usia produktif yang tinggal di wilayah perkotaan dan memiliki aktivitas yang relatif tinggi, sehingga membutuhkan layanan belanja hasil pertanian yang praktis dan efisien. Karakteristik tersebut mencerminkan tingginya kebutuhan terhadap pemanfaatan platform belanja daring dalam mendukung aktivitas sehari-hari. Sementara itu, hasil analisis model *Technology Acceptance Model* (TAM) menunjukkan bahwa *perceived ease of use* berpengaruh signifikan terhadap *perceived usefulness* dan *attitude toward using technology*. Selanjutnya, *perceived usefulness* dan *attitude toward using technology* berpengaruh signifikan terhadap *behavioral intention to use*, yang pada akhirnya berpengaruh signifikan terhadap *actual system use*. Temuan ini mengindikasikan bahwa keberlanjutan penggunaan Sayurbox sebagai platform belanja hasil pertanian pascapandemi sangat dipengaruhi oleh tingkat penerimaan teknologi oleh konsumen, khususnya persepsi terhadap kemudahan dan kemanfaatan penggunaan platform.

SUMMARY

The development of digital technology has driven the transformation of agricultural product marketing systems through the use of online shopping platforms such as Sayurbox. This platform offers easy access to fresh agricultural products and efficiency in the distribution process. However, in the post-COVID-19 pandemic period, the use of e-grocery platforms has shown dynamics in line with changes in consumer shopping preferences. This condition encourages the need for a study of consumer characteristics and factors that influence the behavior of using digital agribusiness platforms. This study aims to 1) identify the characteristics of consumers who use the Sayurbox platform as a medium for purchasing agricultural products and 2) analyze the factors that influence the behavior of using Sayurbox based on the Technology Acceptance Model (TAM) approach, which includes perceived ease of use, perceived usefulness, attitude toward using technology, behavioral intention to use, and actual system use.

This study applies a case study method with a quantitative descriptive approach. The sampling technique was carried out using purposive sampling with 100 respondents, namely consumers who were at least 20 years old, resided in the Greater Jakarta area, and had used the Sayurbox platform at least twice in the past year. Data collection was conducted through the distribution of questionnaires, and the data was analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach with the support of SmartPLS 4 software.

The findings of this study indicate that Sayurbox users are predominantly productive-aged consumers who live in urban areas and have relatively high activity levels, thus requiring practical and efficient agricultural product shopping services. These characteristics reflect the high demand for online shopping platforms to support daily activities. Meanwhile, the results of the Technology Acceptance Model (TAM) analysis show that perceived ease of use has a significant effect on perceived usefulness and attitude toward using technology. Furthermore, perceived usefulness and attitude toward using technology have a significant effect on behavioral intention to use, which ultimately has a significant effect on actual system use. These findings indicate that the continued use of Sayurbox as an agricultural product shopping platform after the pandemic is greatly influenced by the level of technology acceptance by consumers, particularly their perceptions of the ease and usefulness of using the platform.