

ABSTRACT

Tokopedia is one of the leading e-commerce platforms in Indonesia, holding the second position in terms of the number of visitors, after Shopee. However, in recent months, it has experienced a decline in users and received unfavorable ratings, which has potential to decrease their interest in shopping on Tokopedia, especially for impulsive purchases. This research aims to determine the influence of perceived usefulness, ease of use, and subjective norm on impulsive buying, with user attitude as an intervening variable among Tokopedia application users in Semarang City. Data from 185 respondents, selected using purposive sampling technique, were analyzed quantitatively and structurally using the Structural Equation Model (SEM) method with AMOS (*Analysis of Moment Structures*) 26.

The results of the analysis indicate that perceived usefulness and subjective norm have a positive and significant effect on attitude. However, ease of use does not have a significant relationship with user attitude. Furthermore, attitude is proven to have a positive and significant influence on impulsive buying behavior. The managerial implication of these findings is that Tokopedia can consider enhancing the application's usefulness as well as external factors beyond the application, such as subjective norms, which can influence user attitude. Consequently, Tokopedia can encourage more users to make impulsive purchases through its platform.

Keywords: *Perceived usefulness, ease of use, subjective norm, attitude, impulsive buying.*

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