

ABSTRACT

Technological advances facilitate human activities. Internet is one of the forms of technology and information advancement. Internet usage is increasing all the time around the world, including Indonesia. The internet also supports online buying and selling transactions through e-commerce. Indonesia spends \$214 billion on halal products, which is equivalent to 10% of the world halal market, and makes it the largest consumer of halal products in Muslim-majority countries. The high demand for halal products encourages Indonesian e-commerce to present special features for halal products, one of which is Shopee Barokah. Intention to use is important to know the factors that can influence it.

This study aims to determine the effect of attitude, subjective norm, perceived behavioral control, promotion and word of mouth on the intention to use Shopee Barokah. The population of this study is Generation Z Semarang City who knows Shopee Barokah but has never used it. Non-probability sampling technique, namely purposive sampling using primary data. Sampling was done by distributing questionnaires and obtaining 141 respondents. This research method uses binary logistic regression analysis.

The results showed that the variables of attitude, subjective norm, perceived behavioral control, promotion partially influenced the intention to use Shopee Barokah. Meanwhile, Word Of Mouth has no effect on the intention to use Shopee Barokah.

Keywords: Attitude, Subjective Norm, Perceived Behavioral Control, Promotion, Word Of Mouth, Intention To Use Shopee Barokah.