

# The Effect Of Tam In An Online Shopping Context.

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- **Abstract:** Technology facilitates and enables consumers to carry out various kinds of activities that have never been conducted. Technology transforms human activities from offline to online transactions. The online store platform provides a variety of features which makes it easier for consumers to purchase a product. Therefore, it triggers consumers to perceive that the technology is useful and easy to use. These perceptions have an impact on the attitude towards online shopping and it influences consumers' intentions to purchase online. This study uses quantitative methods and distributes questionnaires. The questionnaires are obtained from 99 respondents. The respondents are students in Airlangga University, Indonesia. The Structural Equation Modelling -- Partial Least Square (SEM-PLS) method is applied. The results show that a perceived ease of use has no effect on the attitude towards online shopping; perceived ease of use has a positive effect on perceived usefulness; perceived usefulness has a positive effect on the attitude towards online shopping; and attitude towards online shopping has a positive effect on the intention to shop online.
- **Keywords:** online store platform, Structural Equation Modelling, Partial Least Square.