

**ANALYZING FACTORS INFLUENCING
INTENTION TO USE UNMANNED STORE TECHNOLOGY:
A CASE STUDY OF JD.ID X**

By
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11503019

BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION
FACULTY OF BUSINESS AND COMMUNICATION



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No 15, Alam Sutera
Tangerang, Banten 15143 – Indonesia

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Revision after Thesis Defense on July 10, 2019

STATEMENT BY AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

**ANALYZING FACTORS INFLUENCING INTENTION TO USE UNMANNED
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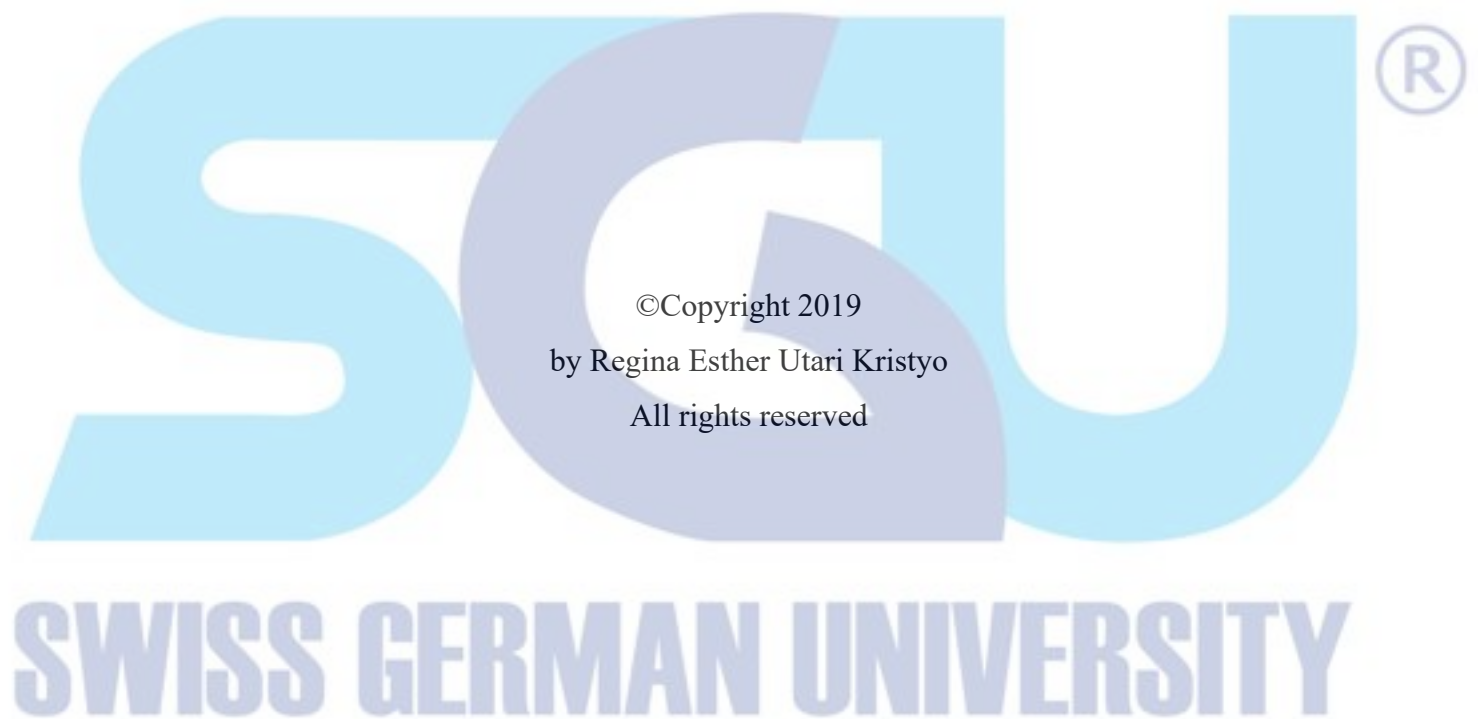
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The retail sector is currently facing a decrease due to a change in shopping behavior of consumers from offline to online shopping, which leads to a massive closed down of retail store and spectacular decline of mall traffic. Retailer sees the implementation of unmanned store technology as a solution to this issue. Currently, the implementation of unmanned store technology by retailers is still in the trial stage. In Indonesia itself, JD.ID X is the first and the only retail store that applied the unmanned store technology.

However, Indonesian customers are not yet familiar with this new technology. This research analyzes the factors that influence customers' intention to use this unmanned store technology so that the management of JD.ID X can improve their implementation of unmanned store technology. This study used a quantitative method and distributed questionnaires to 100 respondents. After obtaining data from the respondents, the data was analyzed using IBM SPSS 23. From the results of this research, the variables performance expectancy (PE), social influence (SI), facilitating conditions (FC), and store reputation (SR) relate positively to intention to use (IU). Meanwhile, the variable effort expectancy (EE) does not relate positively to intention to use (IU).

Keywords: unmanned store technology, performance expectancy, effort expectancy, social influence, facilitating conditions, store reputation, intention to use.



DEDICATION

I dedicate this thesis to Jesus Christ and my parents who always support me and poured their love in every condition.



ACKNOWLEDGEMENT

First of all, I would like to thank my God, Jesus Christ, for His endless and overflows blessings and protection that always surround me the entire life. This thesis will never made into reality without His blessing.

I also express my highest gratitude to my parents for spending money for the tuition fees and scolding me to write my thesis. This is exactly the kind of support I need. To my brother and sister who never even asked, I still love you though.

To my partner in crime, AYCE, and basically everything, Joshua Prawira Putra, I thank you for always keeping me sane, providing your ears to listen to my random rambles and complaints, lending your shoulder for me to cry on during my lowest point while writing this thesis. You have been one of the best things that ever happened in my life.

To my thesis advisor, Mr. Parhimpunan Simatupang, thank you for your patience, guidance, and support during the writing process.

To my besties since high school, Desi, Tiara, Brenda, Safira, Yovita, thank you for being such loyal friends and always sending virtual supports.

To my closest friends since the day one, Almira and Maureen, thank for always being here with me in every single journey. To my dearest classmates, Jessica, Winda, Stella M., Irfan, Gary, thank you for always helping and always accompanying me. Lastly, to my marketing class, thank you for all the memories and I wish you guys a ton of good luck.

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