**Exploring the Acceptance of Technology for Mobile Fashion-Shopping**

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Advances in information technology in the industrial revolution 4.0 era have a significant influence on shopping patterns, especially in the younger generation. Various mobile shopping (m-shopping) services are made for transaction convenience, ranging from catalogs of goods with picture quality and detailed information to electronic payment mechanisms (e-payment) based on internet banking.

This study aims to explore m-shopping acceptance factors with consumers who already have experience in using Smartphones to make online purchases among students of Universitas Negeri Yogyakarta. This study uses the concept of Technology Acceptance Model which is an established model for analyzing technology acceptance. The expected outcome of this study is to obtain the acceptance, patterns, and behavior of Universitas Negeri Yogyakarta students in accepting m-shopping technology using the Technology Acceptance Model approach and also to find key factors for successful m-shopping implementation.

This research is a quantitative type using the post-facto method. This study takes the concept of acceptance of an established technology, the Technology Acceptance Model. In this study consists of 7 (seven) constructs namely Perceived Easy of Use (PEOU), Perceived Usefulness (PU), Perceived Enjoyment (PE), Attitude toward Mobile Shopping (ATT), Trust (TR), Behavior Intention (BI), and Usage Behavior (USE) with the structure of the model. The research sample was all students of Universitas Negeri Yogyakarta, taken randomly from various departments and faculties at Universitas Negeri Yogyakarta. Based on the sample table developed by Krejcie-Morgan in a population of over 10,000 students and with a confidence level of 95% and a margin of error of 5%, the sample was 382 students.

Keywords: Technology Acceptance Model, m-shopping acceptance, mobile fashion-shopping