ABSTRACT

The Influence of Perceived Ease of Use on to Perceived Usefulness, Relational Benefit and Marketing Outcome of Batik Product Customers on micro, small, and medium in East Java.

This research used Technology Acceptance Model which consisted of perceived ease of use, perceived usefulness and usage intention constructs, relational benefit consisting of confidence benefit, social benefit, and special treatment benefit, and satisfaction. The objective of this research was to identify the effect of perceived ease of use on the perceived usefulness, relational benefit and marketing outcome of Batik customers in micro, small, and medium enterprises in East Java.

Questionnaires were spreaded among the customers who had shopped in the 14 in micro, small, and medium enterprises in East Java which sold Batik online, 180 respondents were chosen and counted by using cluster proportional random sampling.

The results showed that: 1.Technology Acceptance Model (perceived ease of use, perceived usefulness) affected the relational benefit (confidence benefit, social benefit, and special treatment benefit) and marketing outcome (satisfaction and usage intention), 2.relational benefit (confidence benefit, social benefit, and special treatment benefit) affected the marketing outcome (satisfaction and usage intention).

Key Words: Perceived ease of use, Perceived usefulness, Relational benefit, Satisfaction, Usage intention.