

## ABSTRAK

Pendekatan Technology Acceptance Model merupakan teori yang dikembangkan oleh Davis (1989) yang banyak digunakan untuk mengukur penerimaan atas diterapkannya suatu teknologi. Penelitian ini bertujuan untuk mengetahui 1) pengaruh *perceived ease of use* terhadap *perceived usefulness*. 2) pengaruh *perceived ease of use* terhadap *attitude toward using*. 3) pengaruh *perceived usefulness* terhadap *attitude toward using*. 4) pengaruh *perceived usefulness* terhadap *behavioral intention to use*. 5) pengaruh *perceived ease of use* terhadap *behavioral intention to use*. 6) pengaruh *perceived usefulness* terhadap *behavioral intention to use* yang dimediasi oleh *attitude toward using*. 7) pengaruh *perceived ease of use* terhadap *behavioral intention to use* yang dimediasi oleh *attitude toward using*. 8) pengaruh *attitude toward using* terhadap *behavioral intention to use*. 9) pengaruh *behavioral intention to use* terhadap *actual system usage* pada individu pemilik UMKM yang terdaftar di komunitas Bukalapak di kota Surabaya.

Jenis penelitian ini adalah kuantitatif deskriptif, dengan melakukan penyebaran kuesioner kepada 117 UMKM yang menjadi sampel di komunitas Bukalapak Surabaya. Data yang digunakan adalah data primer dengan pengambilan sampel *nonprobability sampling* dengan teknik sensus atau sampel jenuh. Analisis data menggunakan *Partial Least Square* (PLS) dengan *software SmartPLS 3*.

Hasil analisis menunjukkan bahwa *perceived ease of use* terbukti berpengaruh signifikan dan positif terhadap *perceived usefulness*. *perceived ease of use* dan *perceived usefulness* terbukti berpengaruh signifikan dan positif terhadap *attitude toward using*. *perceived usefulness*, *perceived ease of use* dan *attitude toward using* terbukti berpengaruh signifikan dan positif terhadap *behavioral intention to use*. *behavioral intention to use* terbukti berpengaruh signifikan dan positif terhadap *actual system usage*. Serta *perceived usefulness* terbukti berpengaruh signifikan dan positif terhadap *behavioral intention to use* melalui *attitude toward using*, maupun *perceived ease of use* terhadap *behavioral intention to use* melalui *attitude toward using*.

Kata kunci: *Technology Acceptance Model*, *E-Commerce*, UMKM,

## ABSTRACT

The Technology Acceptance Model approach is a theory developed by Davis (1989) which is widely used to measure acceptance of the application of a technology. This study aims to determine 1) the effect of perceived ease of use on perceived usefulness. 2) the effect of perceived ease of use on attitude toward using. 3) the effect of perceived usefulness on attitude toward using. 4) the effect of perceived usefulness on behavioral intention to use. 5) the effect of perceived ease of use on behavioral intention to use. 6) the effect of perceived usefulness on behavioral intention to use mediated by attitude toward using. 7) the effect of perceived ease of use on behavioral intention to use mediated by attitude toward using. 8) the effect of attitude toward using on behavioral intention to use. 9) the influence of behavioral intention to use on the actual system usage of individual MSME owners who are registered in the Bukalapak community in the city of Surabaya.

This type of research is quantitative descriptive, by distributing questionnaires to 117 MSMEs that are sampled in the Bukalapak community in Surabaya. The data used are primary data with nonprobability sampling with census or saturated samples. Data analysis using Partial Least Square (PLS) with SmartPLS 3 software.

The results of the analysis show that perceived ease of use has a significant and positive effect on perceived usefulness. perceived ease of use and perceived usefulness proved to have a significant and positive effect on attitude toward using. perceived usefulness, perceived ease of use and attitude toward using proved to have a significant and positive effect on behavioral intention to use. behavioral intention to use has a significant and positive effect on actual system usage. And perceived usefulness is proven to have a significant and positive effect on behavioral intention to use through attitude toward using, and perceived ease of use towards behavioral intention to use through attitude toward using.

Keywords: Technology Acceptance Model, E-Commerce, SMEs,