

IMPLEMENTATION OF E BUSINESS IN COOPERATIVES IN SPECIAL REGION OF YOGYAKARTA BASED ON THE TECHNOLOGY ACCEPTANCE MODEL (TAM) APPROACH

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ABSTRACT

This study aims to determine the factors that influence user acceptance of the application of the e-business system in cooperatives in the Yogyakarta Special Region. The model used to explain the acceptance of an e-business system is the Technology Acceptance Model (TAM) with 4 main constructs (internal variables). The type of data used is primary data obtained from questionnaires. The type of sampling used is probability sampling with random sampling techniques. The number of samples is 95 cooperatives, calculated using the Slovin formula with a significance of 10%. The data obtained were analyzed by using the Partial Least Square (PLS) method using smartPLS software. Based on data analysis, the following results were obtained: (1) perceived ease of Perceived Ease of Use (PEOU) had a significant effect on perceived usefulness of Perceived Usefulness (PU); (2) perceived ease of Perceived Ease of Use (PEOU) has a significant effect on attitudes towards using Attitude Toward Using (ATU); (3) perceived usefulness of Perceived Usefulness (PU) has a significant effect on attitudes towards using Attitude Toward Using (ATU); (4) perceived usefulness of Perceived Usefulness (PU) has a significant effect on the acceptance of the e-business system Actual Usage (AU); (5) the attitude of using Attitude Toward Using (ATU) affects the acceptance of the e-business system Actual Usage (AU).

Kata Kunci: *E Business, Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Using (ATT), Actual Usage (AU)*