

ABSTRAK

Teknologi e-commerce merupakan salah satu solusi bagi pelaku usaha dalam meningkatkan pemasaran digital sehingga perlu dimanfaatkan oleh pelaku UMKM di Purbalingga. Maka dari itu penelitian ini untuk menguji pengaruh perceived ease of use terhadap perceived usefulness, pengaruh perceived usefulness terhadap attitude toward using, gender memoderasi persepsi kegunaan terhadap sikap penggunaan, pengaruh persepsi kemudahan terhadap sikap penggunaan, dan pengaruh sikap penggunaan terhadap minat penggunaan dengan menggunakan data primer dan sekunder. Teknik penelitian ini menggunakan total sampling dengan melibatkan sebanyak 52 responden. Penelitian ini dilaksanakan pada UMKM Kabupaten Purbalingga yang menjual beragam jenis produk, dari kuliner, kerajinan dan lainnya dengan menggunakan e-commerce Shopee. Sampel penelitian ini sebanyak 52 responden 40 dari UMKM kuliner 12 dari UMKM kerajinan yang didapatkan dari penyebaran kuesioner online berupa google form. Pengolahan data dengan menggunakan SmartPLS 4. Dengan hasil nilai p value $0,000 < 0,05$ yang artinya variabel perceived ease of use berpengaruh positif dan signifikan terhadap perceived usefulness, variabel perceived usefulness berpengaruh positif dan signifikan terhadap attitude toward using dengan memiliki nilai p value $0,010 < 0,05$, variabel gender dalam memoderasi perceived usefulness terhadap attitude toward using menyatakan bahwa gender tidak bisa memperkuat pengaruh antara perceived usefulness terhadap attitude toward using dengan memiliki nilai p value $0,578 > 0,05$, perceived ease of use berpengaruh positif attitude toward using dengan memiliki nilai p value $0,011 < 0,05$, kemudian attitude toward using memiliki berpengaruh positif dan signifikan terhadap behavioral intention use dengan memiliki nilai p value $0,000 < 0,05$

Kata kunci : E-commerce, UMKM, Technology Acceptance Model (TAM), dan Variabel TAM.

ABSTRACT

E-commerce technology is a solution for businesses to improve digital marketing so that it needs to be utilized by MSME players in Purbalingga. So this research is to examine the effect of perceived ease of use on perceived usefulness, the effect of perceived usefulness on attitude toward using, gender moderates perceived usefulness on usage attitudes, the influence of perceived ease of use on attitudes toward use, and the influence of attitudes use of interest in use by using primary and secondary data. This research technique uses total sampling involving 52 respondents. This research was conducted on SMEs in Purbalingga Regency which sell various types of products, from culinary, handicrafts and others using Shopee e-commerce. The sample for this study was 52 respondents, 40 from culinary SMEs, 12 from handicraft SMEs, which were obtained from distributing online questionnaires in the form of a Google form. Data processing using SmartPLS 4. With a p-value of $0.000 < 0.05$, this means that the variable perceived ease of use has a positive and significant effect on perceived usefulness, the perceived usefulness variable has a positive and significant effect on attitude toward using with a p-value of $0.010 < 0.05$, the gender variable in moderating perceived usefulness towards attitude toward using states that gender cannot strengthen the effect of perceived usefulness on attitude toward using by having a p value of $0.578 > 0.05$, perceived ease of use has a positive effect on attitude toward using by having p value $0.011 < 0.05$, then attitude toward using has a positive and significant effect on behavioral intention to use by having a p value $0.000 < 0.05$.

Keywords: E-commerce, SMEs, Technology Acceptance Model (TAM), and TAM Variables.