

ABSTRAK

Yohanes Christensen Vieri (01033180036)

ANALISIS MINAT PEMIMPIN USAHA MIKRO KECIL DAN MENENGAH MITRA UNIVERSITAS PELITA HARAPAN DALAM PENERAPAN MARKETPLACE

Skripsi, Fakultas Sains dan Teknologi (2022)

(xiv + 89 halaman; 3 gambar; 39 tabel; 2 lampiran)

Tingginya jumlah UMKM yang tersebar di seluruh Indonesia tercatat sebanyak ± 64 juta, dari seluruh UMKM tersebut hanya 13% atau ± 8 juta UMKM saja yang telah menerapkan sistem *go digital*, sehingga perlu banyak hal yang harus dilakukan oleh pemerintah untuk menjadikan UMKM *go digital*. Sehingga dalam penelitian ini dilakukan dari UMKM terdekat yaitu UMKM mitra UPH, dan yang akan dilakukan yaitu menganalisis minat pemimpin UMKM mitra UPH dalam penerapan *marketplace*. Tujuan penelitian ini yaitu untuk mengetahui faktor-faktor yang mempengaruhi pemimpin UMKM dalam penerapan *marketplace*. Dalam penelitian ini metode yang digunakan yaitu *Technology Acceptance Model (TAM)* dan *Theory of Planned Behavior (TPB)* sehingga variabel yang digunakan ada beberapa yaitu *perceived ease of use*, *perceived usefulness*, *attitude*, *subjective norm*, dan *perceived behavioral control* sebagai faktor yang mempengaruhi variabel *intention of marketplace adoption*. Pengumpulan data pada penelitian dilakukan dengan cara penyebaran kuesioner kepada responden, dan hasil dari pengumpulan data kuesioner tersebut diolah menggunakan aplikasi SPSS for Windows 26.0. Berdasarkan hasil pengolahan data tersebut, dapat disimpulkan bahwa variabel *Perceived Ease of Use* berpengaruh terhadap variabel *Perceived Usefulness* sebesar 35.8%, variabel *Perceived Usefulness* dan *Perceived Ease of Use* berpengaruh terhadap variabel *Attitude* sebesar 80.8%, sedangkan variabel *Perceived Ease of Use* sebesar 43.3%, *Perceived Usefulness* sebesar 69.9%, *Attitude* sebesar 88,4%, *Subjective Norm* sebesar 39.6%, dan *Perceived Behavioral Control* sebesar 27.9% terhadap variabel *Intention of E-commerce Adoption*.

Kata Kunci : UMKM, Marketplace, *Intention of E-commerce*, *Perceived Ease of Use*, *Perceived Usefulness*, *Attitude*, *Subjective Norm*, dan *Perceived Behavioral Control*

Referensi : 34 (1997-2021)

ABSTRACT

Yohanes Christensen Vieri (01033180036)

ANALYSIS LEADER OF SMALL MICRO AND MEDIUM BUSINESS INTERESTS OF PELITA HARAPAN UNIVERSITY PARTNER IN THE IMPLEMENTATION OF E-COMMERCE

Thesis, Faculty of Science and

Technology (2022) (xiv + 89 pages; 3

figures; 39 tables; 2 appendices)

The high number of MSMEs spread throughout Indonesia is recorded at ± 64 million, of all MSMEs only 13% or ± 8 million MSMEs have implemented the go digital system, so there are still many things that the government needs to do to make MSMEs go digital. Therefore in this study, it was carried out from starting with MSMEs partnering with UPH, we will analyze the interest of leader MSME partners in UPH in implementing marketplace. So, this study aims to find out the factors in supporting leader MSMEs in implementing marketplace. In this study, the methods used are Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) so that the variables used are several, namely perceived ease of use, perceived usefulness, attitude, subjective norm, and perceived behavioral control as factors that influence intention of marketplace adoption. Data collection in this study was carried out by distributing a questionnaire to respondents. The results of the questionnaire data collection were processed using the SPSS for Windows 26.0 application. Based on the results of data, it is known and concluded that the Perceived Ease of Use variable affects the Perceived Usefulness variable by 35.8%, the Perceived Usefulness and Perceived Ease of Use variable affects the Attitude variable by 80.8%, while the Perceived Ease of Use variable affects 43.3%, 69.9% Perceived Usefulness, 88.4% Attitude, 39.6% Subjective Norm, and 27.9% Perceived Behavioral Control on the Intention of E-commerce Adoption variable.

Keywords : MSMEs, Marketplace, Intention of E-commerce, Perceived Ease of Use, Perceived Usefulness, Attitude, Subjective Norm, and Perceived Behavioral Control

Reference : 34 (1997-2021)