ANALISA FAKTOR-FAKTOR PENERIMAAN TEKNOLOGI INFORMASI PENJUALAN ONLINE INDUSTRI KECIL DAN MENENGAH DALAM MODEL UTAUT 2

DENGAN MENGGUNAKAN METODE ANALISA FAKTOR DAN SEM DI KABUPATEN CIREBON

# JURNAL TESIS

Diajukan Untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister Teknik Program Studi Magister Teknik Industri



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# ABSTRACT

*There is a phenomenon that occurs in this research that there are still a few Small and Medium Industries that can take advantage of online sales information technology services. Based on data from the Department of Trade and Industry of Cirebon Regency in 2021, that Small and Medium Industry business actors in Competitive Commodities of Small and Medium Industries in Cirebon Regency are approximately 5.590 units, of which around 90.47% or 5.057 units have not used internet-based information technology. One of the causes of the high number of sellers and buyers who have not adopted online sales information technology services, there are still many who experience failure in implementing information systems eventhough the technical quality of the system is good.*

*The purpose of this study is to determine and analyze the Effect of Acceptance of Information Technology on Online Sales for Small and Medium Industries in the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) Model.*

*The method used is Factor Analysis and Structural Equation Modeling, with a sample of 229 people from 533 people.*

*The results of this study found that: First, there is no effect of Price Value, Habit, and Performance Expectancy on Behavior Intention; Second, there is no Social Influence and Facilitating Condition on Behavior Intention; Third, there is the effect of price value, habit, and performance expectation on use behavior; Fourth, there is no Social Influence and Facilitating Condition on Use Behavior; Fifth, there is the influence of behavior intention on use behavior; Sixth, There is a Simultaneous Influence of Price Value, Habit, Performance Expectancy, Social Influence, Facilitating Condition, and Behavior Intention to Use Behavior in the use of Information Technology Online Sales System based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model in Small and Medium Industries in Cirebon Regency.*

***Keywords****: UTAUT2, Behaviour Intention, Use Behaviour*

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**ABSTRAK**

Terdapat fenomena yang terjadi dalam penelitian ini ialah masih sedikit Industri Kecil dan Menengah yang dapat memanfaatkan layanan teknologi informasi penjualan online ini. Berdasarkan data dari Dinas Perdagangan dan Perindustrian Kabupaten Cirebon pada Tahun 2021, bahwa pelaku usaha pada Komoditi Unggulan Industri Kecil dan Menengah di Kabupaten Cirebon berjumlah sekitar kurang lebih 5.590 unit, dari jumlah tersebut ada sekitar 90,47% atau berjumlah

5.057 unit belum menggunakan teknologi informasi berbasis internet. Salah satu penyebab tingginya jumlah penjual dan pembeli yang belum mengadopsi layanan teknologi informasi penjualan online masih banyaknya yang mengalami kegagalan dalam penerapan sistem informasi meskipun kualitas teknis sistem tersebut sudah baik.

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis Pengaruh Penerimaan Tehnologi Informasi Penjualan Online Industri Kecil dan Menengah dalam Model *Unified Theory of Acceptance and Use of Technology 2* (UTAUT 2).

Metode yang digunakan adalah Analisis Faktor dan *Structural Equation Modelling*, dengan sampel sebanyak 229 orang dari 533 orang.

Hasil dari Penelitian ini didapatkan bahwa : *Pertama*, Tidak terdapat Pengaruh *Price Value, Habit,* dan *Performance Expextancy* terhadap *Behaviour Intention; Kedua,* Tidak terdapat Pengaruh *Social Influence dan Facilitating Condition* terhadap *Behaviour Intention; Ketiga,* Terdapat Pengaruh *Price Value, Habit,* dan *Performance Expextancy* terhadap *Use Behaviour*; *Keempat,* Tidak terdapat Pengaruh *Social Influence dan Facilitating Condition* terhadap *Use Behaviour*; *Kelima*,Terdapat Pengaruh *Behaviour Intention* terhadap *Use Behaviour;* Keenam, Terdapat Pengaruh secara Simultan dari *Price Value, Habit, Performance Expextancy, Social Influence, Facilitating Condition, dan Behaviour Intention* terhadap *Use Behaviour* dalam penggunaan Teknologi Informasi Sistem Penjualan Online berbasis Model *Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)* pada Industri Kecil dan Menengah di Kabupaten Cirebon.

**Kata Kunci**: *UTAUT2, Behaviour Intention, Use Behaviour*

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