

# Technology Acceptance toward the Continuance Use Market Place Application to Increase Sales in Indonesian SMEs

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**Abstract:** Market place helps business to disseminate information about businesses owned by businessmen. Conventional traders only sell their products to communities around their business locations. Development of market places all over Indonesia become potential customers for every product that wants to be sold. Respondents in this study were SMEs in Jepara with a variety of products sold at the market place including Tokopedia, open stalls and other market places. Data analysis using SPSS Version 21.0 to describe the sample and do multiple regression analysis as well as R-Square. Technology remains a tool that is very helpful in the development of human life, including to alleviate human activities. Technology is able to provide benefits to humans, but humans are not always ready for the development of technology that continues to grow. Based on the results of this study on MSME players who have made sales at market place indicate that the variables studied are jointly significant and have a 56.9% effect on the desire to continue using market place. Based on partial test, the perceive usefulness variable and entrepreneurial motivation have significant results while perceived ease to use is not significant.

## 1 INTRODUCTION

Current technological developments can no longer be avoided. Technology has a negative and positive impact on human life. Each individual must want the positive impact of technological developments depending on each individual utilizing existing technology. In the digital era, the development of technology can be utilized in developing business owned. With the development of the internet that is getting better and the development of social media and market place that continues to grow, it provides enormous opportunities for business development.

Market place helps business people to disseminate information about businesses owned by businesses. Conventional traders only sell their products to communities around their business locations. Technological developments make everything change from the initial conventional. With the current market place or social media, consumers in the area where businesses open stores do not only reach every product that is owned. Development of social media and market places all over Indonesia become potential customers for every product that wants to be sold.

Changes in consumer behavior are currently following changes in the digital age. Now many consumers use market place or social media as a place to shop for various reasons. For example, because there is no time to shop, by shopping at the market place, consumers can compare the prices of very many products. Congestion outside the home is also the reason consumers shop through online. The easier it is to conduct transactions online, changing the way consumers conduct so that more outlets are closed due to the decline in conventional shopping to shops.

This opportunity is an opportunity for MSME players to market their products. With the development of the internet that is increasingly easy to use and the ease of accessing the market place and social media, it is easier for MSME players to develop their business through market place and social media. In this study focused on MSME players who expand their business to market place. UMKM practitioners register at the market place and upload photos of their products, so that the public even abroad can easily access their products so that they will increase their sales because of the wider reach of their buyers.

The above background is the basis of seeing the ease of use and the usefulness of the market place the

desire to use market place applications in increasing sales of MSMEs.

## 2 LITERATURE REVIEW

### 2.1 Technology Acceptance Model (TAM)

Technology continues to grow extraordinary and has a tremendous impact on human life. Even though technology is very beneficial for human life, but not all humans easily accept it. Based on previous research there are at least two reasons people use technology.

According to Venkatesh, V.; Davis, F. D. (2000), technology acceptance model (TEM) is a system theory information model that describes users receiving and using technology. When someone is faced with new technology, a number of factors influence their desire to use it. At least two factors that influence people's decisions in accepting new technologies, namely:

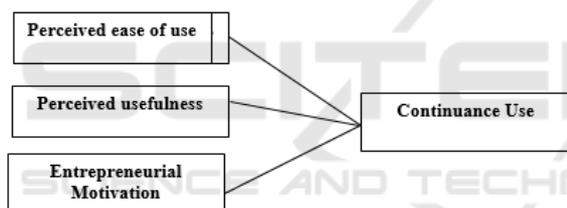


Figure 1.

### 2.2 Perceived Easy of Use

Perceived easy of use is when someone can easily use existing technology. According Davis, F.D. (1989) perception of ease of use, in contrast, refers to "the extent to which someone believes that using a particular system will be free from effort." This follows from the definition of "ease": "freedom from difficulties or big effort. Initially Rogers (1983) asserted perception of ease of use is a representative term the extent to which innovation is considered not to occur difficult to understand, learn or operate. In other words, the perception of convenience is how this new technology is more effective and more efficient than the one before. Perceived easy of use is stated that the level of innovation easy to understand or use can be considered as perception of ease of use, that something new is easy to use as something new so it's easy to use for beginners (Zeithaml et al., 2002). Perceived ease to use positively affect

intention to use in the context online travel service (Li, H., Liu, Y. 2014)

H1: Perceived ease to use will positively affect intention to use market place to increase sales.

### 1.1 Perceive Usefulness

Perceive usefulness is applied to MSME business actors who use market place applications to sell their products. When MSME actors feel the usefulness of the market place application, this proves that technology helps their business. Perceived usefulness can be interpreted as the extent to which someone believes that by using a technology can improve its performance so as to provide benefits to it by using these technologies (Davis, F.D, 1989). According to (Park, et al., 2014) Perceive usefulness was significant predictor of behavioral intention to use of the technology of interest.

H2: Perceived usefulness will positively affect intention to use market place to increase sales.

### 2.3 Entrepreneurial Motivation

Motivation is an encouragement from within a person. The motivation of an entrepreneur is very important in the success of his business. An entrepreneur will definitely try to increase his sales profit. One way to increase old is by increasing the sales area. One way to sell through the market place, the motivation that is owned will increase the desire to use the technology. Praag and Cramer (2001) found that people would become entrepreneurs if the expected benefits exceeded the wages of work. Because the expected rewards depend on the assessment of individual abilities and attitudes toward risk, perceptions of entrepreneurial feasibility.

The impact of entrepreneur motivation on their success is a topic that is widely known in developed countries. surveyed entrepreneurs from North America to determine what motivational categories lead to business success. Findings from their research show that entrepreneurial motivation is divided into four different categories: 1. extrinsic rewards, 2. independence / autonomy, 3. intrinsic rewards and 4. family security (Kuratko, Hornsby and Naffziger, 1997, Robichaud, McGraw and Roger, 2001)

H3: Motivation will positively affect intention to use market place to increase sales.

### 3 METHOD

Respondents in this study were MSMEs in Jepara with a variety of products sold at the market place including Tokopedia, open stalls and other market places. Sampling is done by distributing face-to-face questionnaires using a Likert scale, ie from point 1 strongly disagree to 5 strongly agree. In addition to the data collection questionnaire, interviews were also conducted to find out more about the experience of MSME actors in using market place as a medium to expand the product sales range. Data analysis using SPSS Version 21.0 to describe the sample and do multiple regression analysis as well as R-Square to see how much influence the Independent variable on the dependent variable.

### 4 RESULT AND DISCUSSION

#### 4.1 Demographic

Based on the results of the study, it can be seen the description of the respondents who were the object of this research.

Table 1. Demographic respondents

Item	Frequency	Percentage (%)
Gender		
Male	19	63.3
Female	11	36.7
long established business		
<1 - 1 year	6	20.0
2 year	16	53.3
3 year	6	20.0
4 - . 4year	2	6.7
reasons for establishing a business		
Social influence	2	6.7
Chance	1	3.3
Financial	25	83.3
Provide employment	2	6.7

Based on the demographic data above, it can be seen that male respondents were 19 people (63.3%) and women as many as 11 people (36.7%). Most of the respondents in this study were male versus female. Based on the length of time the business was established, 16 people answered 2 years (53.3%), followed by a duration of > 1 - 1 year and 3 years as many as 6 people (20%) and the remaining 4 -> 4 years (6.7%). The reasons for opening a business are the reasons for increasing income or improving the economy answering the most, namely as many as 25

people (83.3%), followed by opportunities and providing employment opportunities for 2 people (6.7%) and the one responding because of opportunities to start a business (3.3%)

#### 4.2 Regression Analysis

Data is processed to see the effect of the independent variables on the dependent to test the research hypothesis.

Table 2. Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.921	.872		2.203	.037
1 PEU	-.103	.108	-.125	-.948	.352
PU	.403	.155	.394	2.602	.015
MOT	.339	.106	.477	3.195	.004

a. Dependent Variable: IU

#### Hypothesis 1

Based on the results of the above analysis, the effect of Perceived ease to use does not have a positive effect on the desire to continue using the market place (B = 0.103, t = 948, Sig = 0.352). The results show that the hypothesis is rejected.

#### Hypothesis 2

Based on the results of the analysis above, the influence of Perceive usefulness has a positive influence on the desire to continue using the market place (B = 0.403, t = 155, Sig = 0.015). The results show that the hypothesis is supported.

#### Hypothesis 3

Based on the results of the above analysis, the effect of entrepreneurial motivation has a positive influence on the desire to continue using the market place (B = 0.339, t = 106, Sig = 0.004). The results show that the hypothesis is supported.

#### 4.3 Moderation Analysis

After partial testing, testing is carried out together. This test is to see the effect of the independent variables together on the dependent variable.

Table 3. ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12.771	3	4.257	11.463	.000 <sup>b</sup>
Residual	9.656	26	.371		
Total	22.427	29			

a. Dependent Variable: IU

b. Predictors: (Constant), MOT, PEU, PU

Based on the results above, it can be seen that sig. 0.000 < 0.05 means that together the independent variables (perceived ease to use, perceive use of violence and motivation) together have a significant effect on the desire to continue the use of market place.

Table 4. Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 <sup>a</sup>	.569	.520	.60941

a. Predictors: (Constant), MOT, PEU, PU

b. Dependent Variable: IU

Based on the above data it can be seen that the R-square of this study amounted to 56.9% meaning that the independent variables (perceived ease of use, perceived usefulness and motivation) together had an effect of 56.9% on the desire to continue using market place. The remaining 33.1% is influenced by other factors outside the variables examined in this study.

#### 4.4 Managerial Implication

Based on the results of this study, it can provide input for market place companies that perceived usefulness and entrepreneurial motivation are two factors that determine MSME actors to use the market place for continuance use on market place applications. Market place companies must increase the awareness of MSME players on perceived usefulness and increase entrepreneurial motivation that in the digital age it is very easy to do business so that it will increase the desire to make sales through market place.

## 5 CONCLUSION

Technology remains a tool that is very helpful in the development of human life, including to alleviate human activities. Technology is able to provide benefits to humans, but humans are not always ready for the development of technology that continues to

grow. based on the results of this study on MSME players who have made sales at market place indicate that the variables studied are jointly significant and have a 56.9% effect on the desire to continue using market place. Based on partial test, the perceive usefulness variable and entrepreneurial motivation have significant results while perceived ease to use is not significant.

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