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Factors Influencing the Intention to Adopt Information Technology in Micro-Small Enterprises in Padang

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Abstract

The research has the purpose to analyze the factors that influence the owner or manager intention to adopt Information Technology in Micro-Small Enterprises in Padang. Those factors include Perceived Ease of Use, Perceived Usefulness, Attitudes, and Social Influence. This research use quantitative research method to collect the data. The respondents of this research are the owner or manager of micro-small enterprises because the owner or manager is the highest position in micro-small type of business. The owner of manager as decision maker in business take important role to think about the whole strategies for running the business, and yet to choose whether to implement the information technology in their business or not. The sampling technique used by researcher is the convenient sampling method which means the research only handled in Padang city. The result of findings showed that all factors is significantly influence the intention to adopt information technology except the perceived ease of use. This study found that perceived ease of use is not significantly influence the intention to use IT because the ideas of "easiness" is no longer exist in nowadays perception of owner or manager in micro-small enterprises in Padang since they already used the information technology from long time ago and use it in daily activity.

Keywords: Intention, Information Technology, Micro-Small Enterprises, Perceived ease of use, Perceived usefulness, Attitudes, Social Influence.

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