

LIST OF CONTENT

LIST OF TABLES	v
LIST OF FIGURES	vii
LIST OF APPENDIXES	viii
CHAPTER I INTRODUCTION.....	1
1.1 Background of Research	1
1.2 Research Questions	4
1.3 Objective of the Research	5
1.4 Contributions of the Research.....	5
1.5 Scope of Research.....	6
1.6 Outline of The Research	7
CHAPTER II LITERATURE REVIEW	8
2. 1. MSE (Micro-Small Enterprises) as Economic Growth Engine	8
2. 2. Information Technology in Business	9
2. 3. Role of IT in Micro and Small Enterprises (MSEs)	9
2. 4. Factors Influencing The Intention to Adopt IT	10
2.4.1. Technological Acceptance Model.....	11
2.4.2. Perceived Usefulness.....	13
2.4.3. Perceived Ease of Use.....	14
2.4.4. Attitudes.....	15
2.4.5. Social Influence.....	17
2. 5. Review of Previous Study	20

2.5.1. Perceived Ease of Use and Intention to Use.....	20
2.5.2. Perceived Usefulness and Intention to Use.....	21
2.5.3. Perceived Ease of use and Attitudes.....	21
2.5.4. Perceived Usefulness and Attitudes.....	22
2.5.5. Attitudes and Intention.....	23
2.5.6. Social Influence and Attitudes.....	23
2. 6. Research Framework	24
CHAPTER III RESEARCH METHODOLOGY	25
3.1 Research Design.....	25
3.2 Location of Research.....	26
3.3 Population and Samples	26
3.3.1. Population	26
3.3.2. Samples	27
3.4 Type of Data.....	28
3.5 Data Collecting Method	29
3.6 Variable and Measurement.....	30
3.7 Operational Definition.....	31
3.8 Data Analysis Method	33
3.8.1. Validity Test.....	33
3.8.2. Reliability Test.....	34
3.8.3. Structural Measurement	34
3.8.4. Respondents Descriptions	35

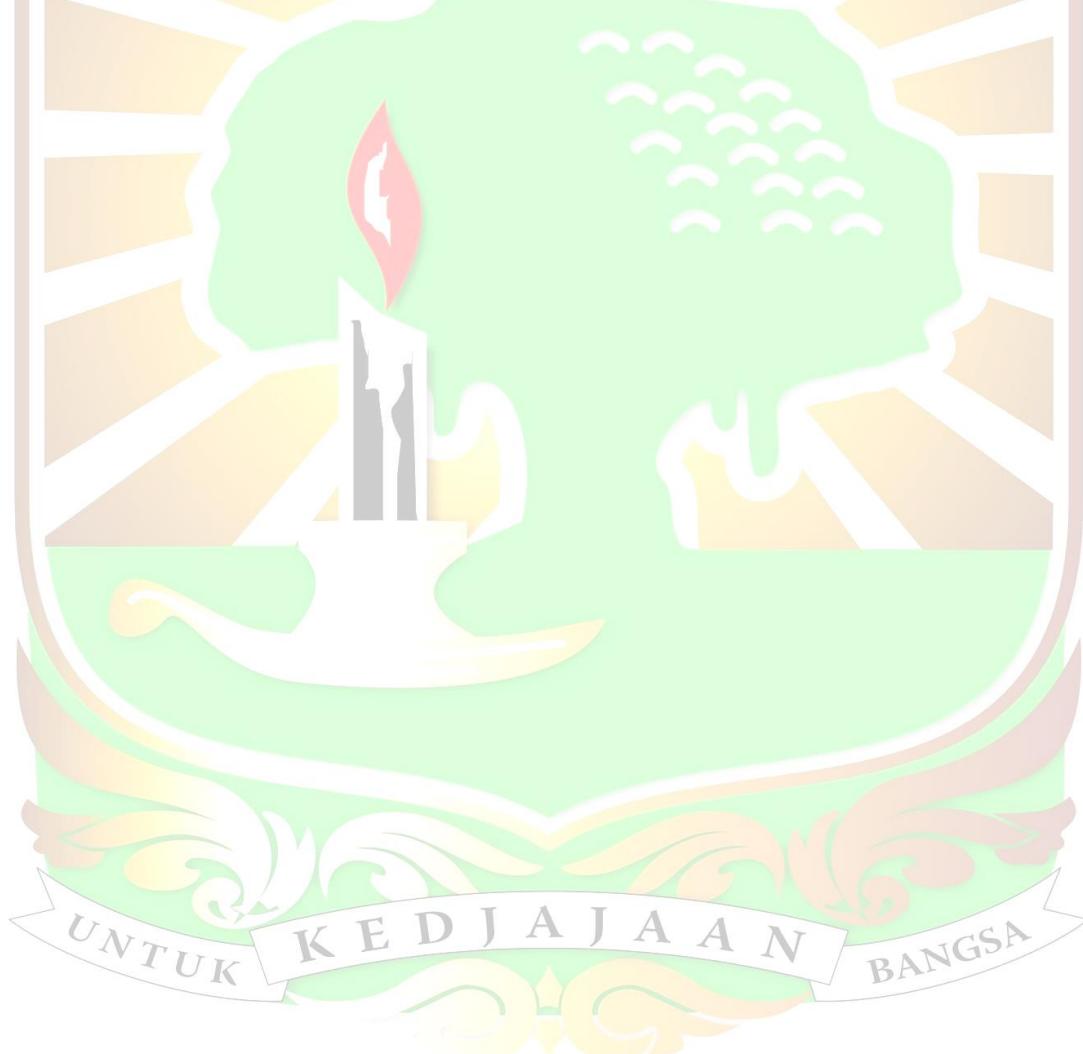
3.8.5. Hypothesis Testing.....	35
CHAPTER IV RESULT AND DISCUSSION.....	36
4.1 Respondent Characteristic.....	36
4.1.1. Respondent Characteristic Based on Type of Business	37
4.1.2. Respondent Characteristic Based on Number of Personnel.....	37
4.1.3. Respondent Characteristic Based on Year of Starting Business.....	38
4.1.4. Respondent Characteristic Based on Year of Using IT	38
4.1.5. Respondent Characteristic Based on Sales per Month.....	39
4.1.6. Respondent Characteristic Based on Type of Media Used.....	40
4.1.7. Respondent Characteristic Based on Type of Gadget/tools Used....	40
4.2 Description of Questionnaire Items on Each Variable.....	41
4.3 Test of Instrumental	43
4.3.1 Validity Test.....	43
4.3.2 Reliability Test.....	49
4.4 Hypothesis Testing.....	50
4.4.1. The Influence of PEOU to the Intention to Use IT.....	51
4.4.2. The Influence of PU to Intention to Use IT.....	51
4.4.3. The Influence of PEOU to Attitudes.....	52
4.4.4. The Influence of PU to Attitudes.....	53
4.4.5. The Influence of Attitudes to Intention.....	53
4.4.6. The Influence of Social Influence to Attitudes.....	54
4.5 Discussion	54

4.5.1. Perceived Ease of Use Affect The Intention to Use IT.....	54
4.5.2. Perceived Usefulness Affect The Intention to Use IT.....	55
4.5.3. Perceived Ease of Use Affect The Attitudes.....	56
4.5.4. Perceived Usefulness Affect The Attitudes.....	57
4.5.5. Attitudes to Intention to use IT.....	58
4.5.6. Social Influence to Attitudes.....	58
CHAPTER V CONCLUSION, IMPLICATION, LIMITATIONS AND RECOMMENDATION OF RESEARCH	59
5.1 Conclusion of the Research	59
5.2 Implication of the Research.....	61
5.3 Limitation of the Research	63
5.4 Recommendation of the Research.....	62
REFERENCE	
APPENDIX	

LIST OF TABLES

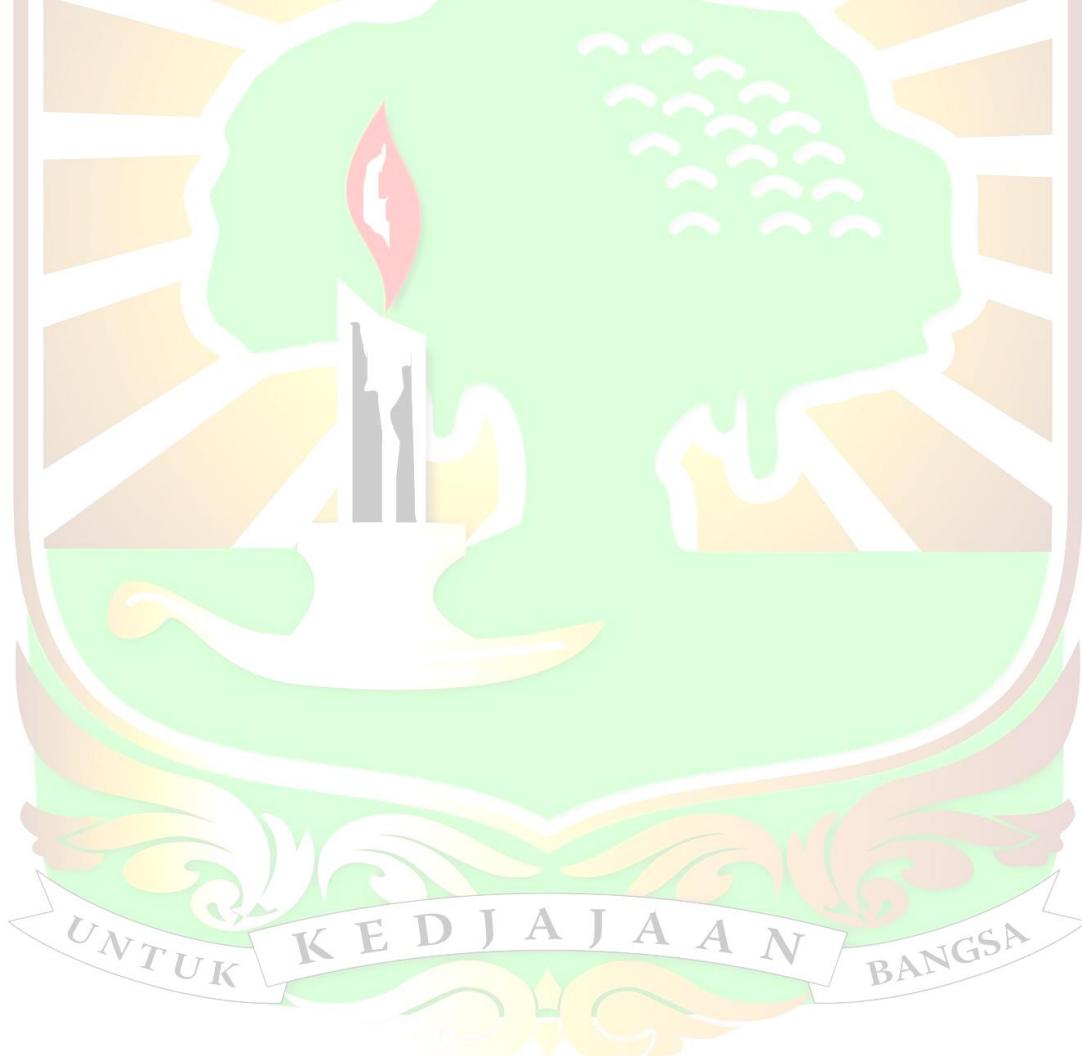
Table 3.1 Operational Definition.....	32
Table 4.1 Survey Result	36
Table 4.2 Respondent Characteristic Based on Type of Business.....	37
Table 4.3 Respondent Characteristic Based on Number of Personnel.....	38
Table 4.4 Respondent Characteristic Based on Year of Starting Business.....	38
Table 4.5 Respondent Characteristic Based on Year of Using IT.....	39
Table 4.6 Respondent Characteristic Based on Sales per month.....	39
Table 4.7 Respondent Characteristic Based on Media Used.....	40
Table 4.8 Respondent Characteristic Based on Tools Used.....	40
Table 4.9 Response of Respondents on Perceived Usefulness.....	41
Table 4.10 Responses of Respondent on Perceived Ease of Use.....	41
Table 4.11 Responses of Respondent on Attitudes.....	42
Table 4.12 Responses of Respondent on Intention to Use.....	42
Table 4.13 Result of Respondent on Social Influence.....	42
Table 4.14 Outer Loading in First Validity Testing.....	44
Table 4.15 Average Variance Extracted (AVE) First Test.....	44
Table 4.16 Outer Loading in Final Validity Testing.....	46
Table 4.17 Average Variance Extracted (AVE) Final Test.....	46
Table 4.18 Cross Loading for Intention to Use IT.....	48
Table 4.19 Latent Variable Correlation (Square Root of AVE).....	49
Table 4.20 Cronbach Alpha & Composite Reliability.....	50
Table 4.21 Path Coefficients (Mean, STDEV, T-Values).....	50

Table 4.22 Coefficient Test result of PEOU and Intention.....	51
Table 4.23 Coefficient Test result of PU and Intention.....	51
Table 4.24 Coefficient Test result of PEOU and Attitudes.....	51
Table 4.25 Coefficient Test result of PU and Attitudes.....	51
Table 4.26 Coefficient Test result of Attitudes and Intention.....	51
Table 4.27 Coefficient Test result of Social Influence and Attitudes.....	51



LIST OF FIGURES

Figure 2.1 The Original TAM Model.....	12
Figure 2.2 Research Framework.....	24
Figure 4.1 Structural Model in First Estimation.....	45
Figure 4.2 Structural Model in Final Estimation.....	47



LIST OF APPENDIXES

Appendix A. Questionnaire (Indonesian)

Appendix B. Questionnaire (English)

Appendix C. Data Collection for PLS

Appendix D. PLS Result

