

FAKTOR DETERMINAN *BEHAVIORAL INTENTION TOWARDS SRT* PADA
PEMILIK UMKM PENGGUNA APLIKASI E-PEKEN DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *technology readiness, perceived usefulness, perceived ease of use, superior functionality, perceived adaptiveness, store reputation, attitude towards SRT*, terhadap *behavioral intentions towards SRT* pada UMKM yang menggunakan aplikasi e-Peken di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan kuesioner. Metode pengolahan data yang digunakan adalah *Structural Equation Model (SEM)*. Karakteristik responden yang dalam penelitian ini adalah pemilik UMKM di Surabaya yang aktif beroperasi selama 3 bulan terakhir, mengetahui tentang e-Peken serta menggunakan minimal 2 kali dalam 1 bulan, berdomisili di Surabaya, dan jenjang pendidikan terakhir minimal SMA/SMK sederajat. Total responden pada penelitian ini yakni 200 responden. Pada hasil akhir dari penelitian ini ditemukan bahwa terdapat empat belas hipotesis yang terdukung dan satu hipotesis yang tidak terdukung. Hipotesis yang tidak terdukung tersebut adalah pengaruh antara *technology readiness* terhadap *attitude towards SRT*.

Kata Kunci: *technology readiness, perceived usefulness, perceived ease of use, superior functionality, dan perceived adaptiveness.*

**DETERMINANT FACTORS OF BEHAVIORAL INTENTION TOWARDS SRT
IN MSME OWNERS USING E-PEKEN APPLICATION IN SURABAYA**

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ABSTRACT

This study aims to determine and analyze the effect of technology readiness, perceived usefulness, perceived ease of use, superior functionality, perceived adaptiveness, store reputation, attitude towards SRT, on behavioral intentions towards SRT on MSMEs using the e-Peken application in Surabaya. This study uses a quantitative approach by using a questionnaire. The data processing method used is the Structural Equation Model (SEM). The characteristics of the respondents in this study are MSME owners in Surabaya who have been actively operating for the last 3 months, know about e-Peken and use it at least 2 times in 1 month, domiciled in Surabaya, and have a minimum education level of SMA/SMK equivalent. The total respondents in this study were 200 respondents. In the final result of this study, it was found that there were fourteen supported hypotheses and one unsupported hypothesis. The hypothesis that is not supported is the effect of technology readiness on attitude towards SRT.

Key words: technology readiness, perceived usefulness, perceived ease of use, superior functionality, and perceived adaptiveness.