

Business Management Education Program,
Faculty of Economics and Business Education,
Universitas Pendidikan Indonesia



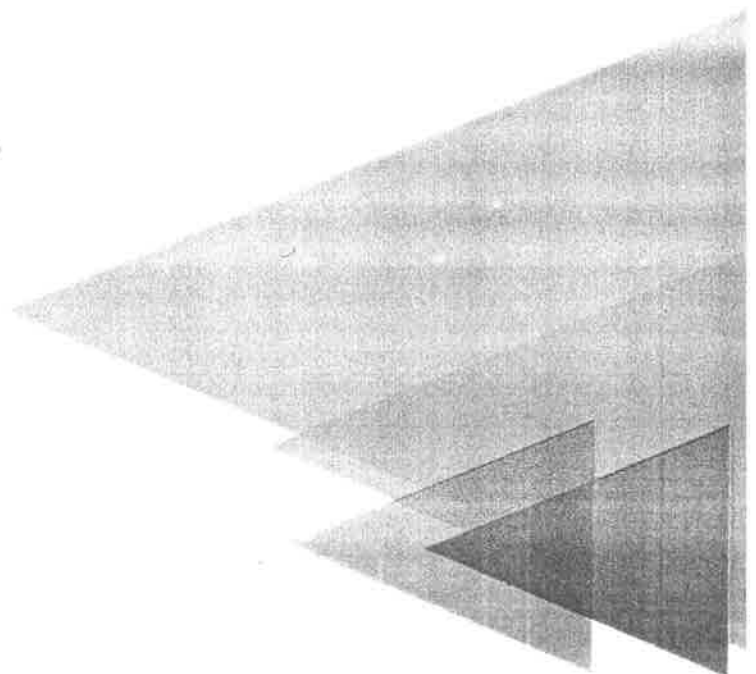
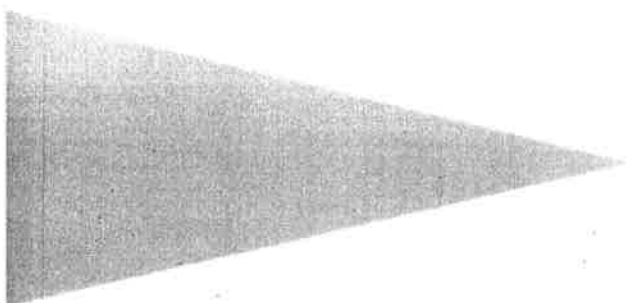
Department of Management,
Faculty of Economics and Business,
Universitas Airlangga



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Use of Technology Acceptance Model (TAM) in the Analysis of Factors Influencing Online Buying Intention

Ratna Listiana Dewanti; Vera Desy Nurmalia; Lilis Endang Wijayanti

Fakultas Bisnis dan Teknologi Informasi

Universitas Teknologi Yogyakarta

Yogyakarta, Indonesia

ratna.listiana@gmail.com; vera.nurmalia@uty.ac.id; lilis.endang@uty.ac.id

ABSTRACT: purchasing through an online system for the last five years is increasing. Online shops emerge via WA and social media. The consumers' intention to buy online interesting to explore. This study analyze factors that influence the consumers' online buying intention using Technology Acceptance Model (TAM). With TAM we might predict factors that influence one's online buying intention. We suggest that when consumers find the benefit of buying online (perceived of usefullnes), then they will engage in online buying. Furthermore, consumers will buy online when they perceive that buying online is easy. Research data are collected from active consumers, who are college students. College students are chosen because we assume that they are familiar with gadget. 200 college students are involved in this research as respondent. Research data are analyzed using PSAW statistik 18. The result shows that perceived of ease and benefit influence the respondents to engage in online buying.

Keyword: *Online Buying Intention, Theory Acceptance Model, Perceived Usefullnes, Perceived Ease of Use*

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Ratna Listiana Dewanti
Fakultas Bisnis dan Teknologi Informasi
Universitas Teknologi Yogyakarta
Yogyakarta, Indonesia
ratna.listiana@gmail.com

Vera Desy Nurmalia
Fakultas Bisnis dan Teknologi Informasi
Universitas Teknologi Yogyakarta

Yogyakarta, Indonesia
vera.nurmalia@uty.ac.id

Lilis Endang Wijayanti
Fakultas Bisnis dan Teknologi Informasi
Universitas Teknologi Yogyakarta
Yogyakarta, Indonesia
lilis.endang@uty.ac.id

Abstract

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I. PRELIMINARY

E-commerce as a means of marketing by companies and purchases by consumers over the Internet in some countries looks very growing, especially with the increasing number of Internet users who enjoy the speed and ease of online transactions. As a result many companies are expanding beyond traditional (brick-and-mortar) channels to online sites (click-and-mortar and brick-and-click). Online sites are the development of their traditional business model. Information data flowing in these networks goes beyond levels we do not know before, all transactions are recorded, verified and stored for future use.

On-line purchase transactions are widely used by sellers with the goal of saving a lot of expenses, especially distribution fees and warranty fees. Data from various sources indicates that the development of online purchases shows a significant amount. By looking at the development of online purchases so rapidly it is important to do research on what factors affect consumers to make purchases online. These factors need to be investigated because with the knowledge of factors that affect consumer interest in making online purchases, then the seller does not make e-commerce expansion that is not useful. So this research is intended as information for online sellers to better understand the pattern of consumer behavior in making purchases online.

Online purchases are influenced by several factors, including easy to reach sites, fast and lifestyle. In addition, consumers make purchases online because it feels easier to do and many benefits are felt. This research will discuss the factors that influence the desire to buy online by using the basic Technology Acceptance Model (TAM)

TAM bases itself on Theory of Reasoned Action (TRA) proposed by Ajzen and Fishbein (1980). TRA explains the reaction and perception of users of Information Technology (IT) which will ultimately affect his attitude in the acceptance of technology and its perception of the information system. TAM's main purpose provides an explanation of the determination of acceptance of a general computer system, providing an explanation of the behavior or attitudes of users in a population (Davis et al., 1989). TAM states that behavioral intention to use is determined by two beliefs: first, perceived usefulness defined as the extent to which one believes that using the system will improve its performance. Secondly, perceived ease of use is defined as the extent to which one believes that system usage is easy. TAM also states that the impact of external variables such as (system characteristics, development process and training) on intention to use is mediated by perceived of usefulness and perceived

ease of use. The concept of TAM also states that perceived usefulness is affected by perceived ease of use. Venkatesh and Davis (2000) state that TAM is a concept that is best considered in explaining user behavior towards new information technology systems. TAM is a model that is considered most appropriate in explaining how users receive a system. Acceptance of users terhadap information system will determine the user's perception of the performance of information systems.

In this study, online purchases are assumed to be the most recent purchase method. Namely the purchase by utilizing information technology. Consumers will make an online purchase if the consumer feels that online purchases are mundane and easy to do. Factors analyzed in this study are consumer perceptions of the benefits of buying online (Perceived of Usefulness / POU) and consumer perceptions of ease of purchase online (Perceived Ease of Use / PEU).

II. BASIS THEORY AND HYPOTHESES

A. THEORETICAL BASIS

Internet as an electronic media that supports e-commerce experience very rapid growth. Data www.internetworldstat.com shows that in 2009 internet users worldwide reached 1.8 billion and grew to 3 billion by 2014. While in Indonesia as of April 30, 2010, the number of internet users reached 30 million people or about 12, 5% of the total population. According to market research institute e-Marketer, the internet user population in Indonesia reached 83.7 million people in 2014. The number that applies to every person who access the internet at least once each month it put Indonesia ranked the 6th largest in the world in terms of number Internet user. By 2017, e-Marketer estimates internet users in Indonesia to reach 112 million people and 123 million people by 2018. The following is the data of 25 major countries of internet users from 2013 to 2015.

Indonesia is a developing country where people are very open with new technologies and products. The number of internet users in Indonesia from year to year also continues to increase very rapidly. This is a challenge as well as a great opportunity for e-commerce companies to grow well in Indonesia. Some of the factors supporting Indonesia's great potential for e-commerce companies are the Indonesian population of 240 million people, 8% of GDP growth, 150 million people in Indonesia are Middle-Class consumers, it is estimated that internet users in Indonesia by 2018 will reach 123 million people and 9.3% of world trade make use of e-commerce.

The growth of internet users led to online purchases also increased. The online market share in Indonesia is very wide. It is interesting to study. Why are consumers interested in buying online? It certainly can not be separated from the

perception of consumers to purchase online. Consumer perceptions of online purchases will affect their interest in buying online. This study assumes that online purchasing is a new method of using information systems. Consumer desire to buy online will be analyzed based on Technology acceptance model (TAM), which is a model that predict the acceptance of information system based on perception.

This technology acceptance model (TAM) was formulated by Ajzen and Fishbein (1980). The theory is the result of their research in 1980. This theory explains that a person in doing something is driven by two factors: beliefs and normative beliefs. This factor then encourages a person to have an outcome evaluation and motivation to comply. So both of these will encourage someone to behave (Attitude) and Personal Norms (Subjective Norms). The presence of Attitude and Subjective Norms will affect the attention / focus of a person in behavior (behavior intention). At the end of Behavior Intention will affect the behavior of a person (behavior).

Davis et al. (1989) developed TAM to examine the determinants of the use of information systems by users. The results of this study indicate the use of information systems influenced by the interest (intention) utilization of information systems, which interest (intention) is influenced by perceived usefulness perceptions (perceived usefulness) and perceived perceptions of perceived technology (perceived ease of use).

B. FORMULATION OF HYPOTHESES

Research Sanjaya (2005) about the Effect of Benefit and Ease of Interest Behavioral Intention (Behavioral Intention) Students in Using the Internet. The results showed that the benefits (Perceived Usefulness) can affect a person in using the internet, whereas Ease of Use can not affect someone in using the internet. Kartika Research (2009) on the Process Analysis of iCons Information System Acceptance Using Technology Acceptance Model on Employees of PT. Bank Negara Indonesia (Persero) Tbk. In Semarang City. The results showed Self-Efficacy has a positive relationship with perceived usefulness in the use of iCons information systems. This indicates that the high ability of employees to take action has an impact on the perception of the benefits of utilizing the iCons system. Really realizing with IT. A study by Suhir et al (2014) states that online purchases are partially affected by POU and PEU perceptions but simultaneously POU and PEUs do not affect online purchases. The Kusuma and Berliana studies (2013) show that the PEU influences online purchasing decisions on online purchases via facebook.

Based on the description of theory and the results of previous research, it can be formulated hypothesis:

If consumers have a perception that buying online useful (Perceived of Usefulness) then consumers will be interested in buying online

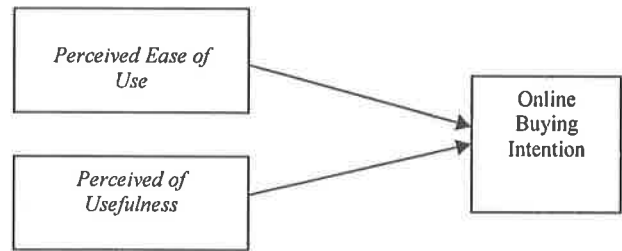
H1: The Perceived of Usefulness affects online buying intention

If consumers have a perception that buying online is easy (Perceived Ease of Use) then consumers will make a purchase online. The hypothesis formulated is

H2: The ease factor affects Online Buying Intention

If consumers think that buying online is useful and easy to do then consumers will make purchases online. So the third hypothesis proposed in this study are:

H3: Perceived Ease of Use and Perceived Usefulness together influence online buying intention



- Perceived of Usefulness affects the desire to buy online (Online Buying Intention)
- Perceived Ease of Use (PEU) affects the desire to buy online (Online Buying Intention)
- Perceptions of benefit and ease together (simultaneously) affect the desire to buy online (Online Buying Intention)

III. RESEARCH METHODOLOGY

The research method used in this research is quantitative method, that is describing the condition under study using number and decision making on the result of research based on statistic numbers. In this study there are three variables that are divided into two types of variables. The first is the independent variable. The independent variables in this study are perceptions of the benefits of online purchasing (perceived of usefulness) and ease of online purchase (perceived ease of use). The second variable is the dependent variable or dependent variable. In this study the dependent variable is the online buying intention.

A. Research variable

Perceived ease of use illustrates how consumers perceive purchases online. Indicators used to measure perceptual variables ease of purchase online is easy to learn (easy to learn), ease of goal (controllable), ease of use (Davis, 1989).

The buying interest variable online reflects the consumer's desire to buy online and the realization of online purchases as well as the online purchase wishes in the future.

B. Research Model

The research model to be tested is described in the following scheme

C. Data analysis method

The data in the study was obtained by distributing student questionnaires in Yogyakarta area. Questionnaires were distributed as many as 200 questionnaires. The questionnaire returned and can be processed as many as 138 questionnaires.

Test the validity using spearman correlation, that is by correlating the value of each item statement with the total value, with the standard correlation coefficient above 0.5. The data validity test shows that all data used is valid. This is because the value of the correlation coefficient between each item statement with the value titalnya all above 5%.

Test Reliability using cronbach alpha, with a standard of 0.6. If the value of cronbach alpha above p, 6 then the statement in the questionnaire otherwise reliable. To test the hypothesis used multiple regression. Reliability test results show that the reliability value of all variables above 0.6. So all the data in this study is quite reliable.

Hypothesis testing using F test, t test and coefficient of determination test

IV. RESULTS AND DISCUSSION

To know the effect of Perceived Of Usefulness and Perceived Ease of Use on buying interest online, used the following equation: (Ghozali, 2005)

$$Y = a + b_1X_1 + b_2X_2 \dots \dots \dots (1)$$

Based on the results if the data obtained equation:

$$X_3 = 1,628 + 0,150X_1 + 0,266X_2$$

The results of regression test for the influence of Perceived of Usefulness and Perceived Ease of Use on buying interest online are in the following table:

Table 1.
Regression Test Results

Nilai F	11,147	Sig 0.000
R Square	,144	
Nilai t PEU	1,440	0,152
Nilai t POU	2,554	0,012

Table 1 shows that simultaneously POU and PEU affect buying interest online. F value is positive with a significance level of 0.000. Means together POU and PEU variables have a significant positive effect on the interest of buying online. The implications of this study are if the user has the perception that online purchase is useful in and easy to use then the respondents will be more interested in doing the swallowing online. Thus the hypothesis 3 proposed in this study is acceptable.

The t test result for Perceived of Usefulness shows a positive value with significance of 2,554. The significance value of 0.012 means that the Perceived of Usefulness variable affects the Buy Interest Online. This means that the first hypothesis (H1) submitted is accepted. The implication is that if the user feels online purchase is useful, then the respondent will make an online purchase. The higher the benefits of online purchases, the more respondents also make online purchases.

The t test result for Perceived Ease of Use (PEU) variable shows a positive value with a significance level of 0.152. The significance value is above 0.05, so it can be said that the PEU does not affect buying interest online. So the hypothesis 2 proposed in this study is not accepted.

R Square value equal to 0,144, mean independent variable able to explain change in dependent variable equal to 14,4%. While the rest of the change is influenced by variabel not examined in this study.

V. CONCLUSION

Based on the results of the data that has been done, the conclusions of the results of this study are:

Perceived Of Usefulness (POU) and Perceived Ease of Use (PEU) simultaneously affect online buying intention. If the respondent assumes that the information system is useful and easy to use then the respondent will make a purchase online.

Individually, the PEU variable does not affect online buying intention. This means PEU is not a variable that affects buying interest online

The conclusion of this study is the online buying intention is influenced by respondent's perception about the benefits obtained in making an online purchase.

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