

## The effect of e-commerce awareness in e-commerce technology acceptance on MSME in Bandung

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### Abstrak

#### **ABSTRACT**

Electronic-commerce (E-Commerce) has become an important channel for conducting business. Researchers as well as market executives are trying to find e-commerce consumer behavior, especially Micro Small Medium Enterprise (MSME) in Bandung. The aim of this paper is to investigate what factors affect the technology acceptance of e-commerce in Bandung, which intended to identify what improvement can be made for the future. The data for this research were collected from 133 respondents MSMEs that never use e-commerce for their business process. The research model is based on Technology Acceptance Model (TAM). Results showed that awareness has positive indirect influence to intention use but, perceived usefulness has insignificant affect towards intention to use. In conclusion, from the percentage of influence toward behavioral intention, perceived usefulness has higher total effect value compared to perceived ease of use, that is 56%. Based on previous analyzes also known that can directly affect the perceived usefulness of behavioral intention, in contrast to the perceived ease of use that must pass variables perceived usefulness beforehand. Therefore, the most important for MSMEs is the increasing number of benefits when they use e-commerce.