

ABSTRACT

Technological development in the field of ICT (Information and Communication Technology) brings a huge impact on human life, one of which is e-commerce. E-Commerce was first introduced in 1994 when the first banner-electronics used for purposes of promotion and advertising in a web-page (website). The growth of e-commerce in Indonesia itself has been around since 1996. SMEs in the Internet business have become an important topic in the study of electronic commerce. Small businesses often face difficulties due to lack of resources and their fragility in its formative phase, although in many countries these groups provide the foundation for the entire economy. One of the theoretical models of the most comprehensive and definitive in information technology is The Unified Theory of Acceptance and Use of Technology (UTAUT), this model was developed by Vankatesh, Morris, and Davis in 2003. Through this research is expected to be obtained an overview of the utilization of information technology for SMEs in the form of e-commerce. Finally, the use of e-commerce as expected will be able to improve the effectiveness and efficiency of enterprises, especially SMEs in Indonesia.

This study aims to describe the influence of performance expectancy, effort expectancy, social influence, facilitating condition, behavioral intention and use behavior and to modify the model by replacing external variables age, gender, experience, and voluntariness to use with the moderator variable propensity to act and precipitating event on the behavior of its users in the adoption of e-commerce carried out by SMEs in the city of Bandung with the approach of the Unified Theory of Acceptance and Use of Technology (UTAUT).

Methods of data collection are done through questionnaires by telephone, email, and social media to the SMEs in the city of Bandung. From questionnaires distributed obtained 121 SMEs in Bandung, which use e-commerce in their business activities. This study uses a sampling nonprobability. The sampling technique used is quota sampling. To solve the problem formulated test is done using Structural Equation Modeling (SEM) and using AMOS 21.0 applications.

Based on the results of data processing can be seen that the moderator variable propensity to act and precipitating event to calculate external affects do not have a positive influence on other variables, and social influence does not have a positive affect on behavior intention. Whereas performance expectancy and effort expectancy has a positive influence on behavior intention. Then behavior intention to have a positive influence on use behavior. Similarly, the facilitating condition direct positive affect on use behavior.

KEYWORD: *E-Commerce, Structural Equation Modelling (SEM), SMEs, Unified Theory of Acceptance and Use of Technology (UTAUT)*