

ABSTRACT

The development of online shopping is increasing, this can be an opportunity or threat for SMEs Batik in Kendal regency, to increase competitiveness, because of the lack of marketing that developed to make the accumulation of goods. Then Created a system to help SMEs in increasing the quality of marketing through adoption of technology-based e-commerce. But not all SMEs can accept this internet-based marketing. Therefore, it is necessary to know the readiness of UMKM in adopting this e-commerce.

To know the readiness of UMKM will be done with Technology Acceptance Model (TAM). There are several variables of TAM to be studied including perceived ease of use to find out how trust that UMKM trust that using e-commerce can free from business. Perceived usefulness to know UMKM perceptions in the use of e-commerce improve business performance, and behavioral intention to use to know how often users use e-commerce.

The population in this research is batik business in Kendal District with a sample of 31 business. The sampling technique used is Purposive Sampling is used for sampling technique because all of batik business as sample. The research method using is multiple regression analysis. From the results of partial research perceived usefulness does not the behavioral intention to use but perceived ease of use impact on behavioral intention to use. Simultaneously perceived usefulness and perceived ease of use have significant effect on behavioral intention to use.

Keywords: Behavioral Intention, Perceived Usefulness, Perceived ease of use, E-Commerce