ABSTRACT

The development of UMKM in Bandung from 2014 to 2017 continues to increase each year. Development of Micro Small and Medium Enterprises (UMKM) in Bandung has a very strategic value to encourage economic growth populist. The development of digital economy economy can also be seen from technological developments in the culinary field that is often used by society and utilizing emerging technologies.

Communities will be more likely to order food and beverages through applications developed by Go-Jek with Go-Food features. Some UMKM in Telkom University area using Go-Food application really help their business. The perpetrators of UMKM who use Go-Food have no barriers at all when using it. Go-Food provides a positive UMKM actors such as can deliver consumer orders easily, increase sales, payment systems easier. Go-Food is very influential on its business so that perpetrators of UMKM using Go-Food provide benefits when using it. The perpetrators of SMEs also do not have barriers during the menggukan Go-Food.

By using an information system can be well received by the user, it is necessary a method for the technology is acceptable to determine the effect of Go-Food users in this study, this study using the Technology Acceptance Model or in short TAM.

This study aims to analyze Perceived Usefulness, Perceived Ease of Use, Attitude Toward Use, Behavioral Intention to Use, Trust. This research uses qualitative approach. Data collection techniques include semi-structured interviews and documentation. Data analysis technique by using data tringulation technique. The object of this research is UMKM in Telkom University area of Go-Food user. The results obtained from this study indicate that from the five factors, which became the analysis of the application of Technology Acceptance Model.

Keywords: UMKM, TAM, Go-Food