

ABSTRACT

Indonesian Micro small and medium business (MSMEs) have an important role for Indonesia economy. Indonesia has a population of more than 250 million people and has about 117.68 million workforce. As much as 96.87 percent of national labor, Indonesian people work in the sectors of micro, small and medium enterprises (MSMEs). Based on the data from the Ministry of cooperatives and small and Medium Enterprises (SME Kemenkop), donations of micro small and medium enterprises to the gross domestic product (GDP) in the year 2017 was up to 60.34 percent. Aware of the importance the role micro small and medium enterprises in Indonesia's economy, the application of information technology for micro small and medium sector need to be fully supported to form a conducive in Indonesia economy. Therefore, it is very important to know the factors that affect the sectors of micro small and medium enterprises in using technology.

This research aims to predict the factors that affect the use of marketplace by micro small and medium enterprises using model of Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). The framework of this research is about adoption technology marketplace by micro small and medium enterprises that existing in one of the cities in Indonesia, and city of Bandung as the object of this research. Several previous studies have shown that Trust is one of the factors that influence a technology adoption. Therefore, this study conducting by adding variable Trust.

This research using questionnaires in data collection and the use of 30 respondents to be tested for validity and reliability. Variables in the proposed model was tested using IBM SPSS Statistics version 23. Data collection was from 128 respondents in Bandung City and then processed using SmartPLS 3.0

The results showed the factor has the highest influence against Behavior Intention on MSME,s in Bandung that use marketplace is Facilitating Condition followed by variable price value, hedonic motivation and performance expectancy provide the weaker influence. Variables that has positively affects significant towards use behavior is facilitating condition and followed by behavior intention. R-Square in this study are 75% for behavior intention and 42% for use behavior. so it has the category of "good and moderate" to predict the use of the marketplace for MSME,s in Bandung City.

The study found that the strongest factor is facilitating condition to affecting MSME,s in the city of Bandung to use marketplace. Therefore MSME,s in Bandung is better using the marketplace while maintaining his offline store, to develop digital but still run the offline business as usual, because most of the MSME,s in this research It already has a device that can be used for access to the marketplace..

Keywords : Marketplace, Modified UTAUT 2, MSMEs, Technology Adoption.