

ABSTRACT

AEC will be implemented in early 2016, This could be opportunity for SME's. To increase the competitiveness of SME's in the face of AEC, System created to help SME's in increasing the quality of product through Supply Chain Management is an Internet-based called e-SCM. However, not all SME's can receive Internet-based applications. Therefore, this research examines readiness analysis of SME's in adopting e-SCM using Technology Acceptance Model (TAM) (Study on SME's Sentra Sablon Suci Bandung).

The purpose of this study was to determine: (i) the readiness of SMEs Sentra Sablon Suci in adopting e-SCM. (ii) the effect of ease of use on perceived of usefulness. (iii) the effect of ease of use on attitude toward using. (iv) the effect of perceived usefulness on attitude toward using. (v) the effect of perceived usefulness of the intention to use. (vi) the effect of attitude toward using on intention to use.

This research method used descriptive quantitative by involving 57 people as the sample of respondent with judgment sampling technique. The data analysis technique used Partial Least Square (PLS). Variables to be studied about: ease of use, perceived of usefulness, attitude toward using, and intention to use.

Based on the research can be concluded: ((i) SMEs at Sentra Sablon Suci was ready to adopt e-SCM or in category of (78.93%), (ii) ease of use has a positive effect on perceived of usefulness for (44, 75%), (iii) ease of use has a positive effect on attitude toward using for (32.71%), (iv) perceived of usefulness has a positive effect on attitude toward using by (8.29%), (v) perceived of usefulness has a positive effect on intention to use of (45.02%), (vi) attitude toward using has a positive effect on intention to use of (3.02%).

The application of technology in SMEs Sentra Sablon Suci is quite good, for further study is expected to analyze the readiness of acceptance of the technology in SMEs in other industrial centers that have a lot of samples. If the sample used to use a lot of data analysis techniques Structural Equation Model (SEM) so that the results can be more accurate.

Keywords: e-SCM, TAM, PLS, SMEs