

ABSTRACT

Developments in information technology in social media as one of its products has brought a great influence on the dynamics of life, especially in the majority of SMEs are utilizing social media in business. This study uses a theoretical approach Technology Acceptance Model (TAM), which aims to analyze the use of social media by SMEs in Bandung based on perceived ease of use (perceived ease of use) and the perception of the use of (perceived usefulness) of the intention to use (Behavioral Intention to Use).

The population in this research that SMEs in the city who use social media with a sample of 384 people. Sampling technique used is purposive sampling. The method used is quantitative data analysis techniques using path analysis with SPSS 17.0 for Windows. Based on the results of the deployment of 384 questionnaires, characterizing most respondents are male as much as 201 people, aged 21-30 years as many as 309 people with annual revenue of IDR 300 million-2.5 billion as many as 235 people.

Based on the results of the t test with a significance of 5%, it is known that the variable Perceived ease of Use significant effect on the variable Perceived Usefulness ($23.722 > 1.96620991$) partially to the influence of 81,51%, variable Perceived ease of Use Behavioral variables significantly influence intention to Use ($12.608 > 1.96620991$) partially to the influence of 78.6%, the variable Perceived Usefulness significant effect on the variable Behavioral intention to Use ($6.166 > 1.96620991$) partially to the influence of 29.98%.

The author gives suggestions for further research into user behavior on the acceptance of the technology with TAM theory approach can be developed by combining theories of various other science and do research with different objects so that a wider application of the theory of TAM and expand the coverage area of research.

Keywords: Social Media, SMEs, Technology Acceptance Model