ABSTRACT

With the development of the internet, humans are now entering the 4.0 era. The internet is very commonly used in various sectors including sales. To maintain the existence of traditional markets, and the welfare of traders. Under the nanungan of PT. Perwiratama Food Solutions, etanee application was created to make it easier for both sellers and buyers to transact in traditional markets. Cipanas Market is the place to launch the application. and make it the first digital-based traditional market in Indonesia. This study uses Technolgy Acceptance Model (TAM) with the aim of (1) Explaining the effect of perceived usefulness and perceived ease of use on behavior intention to use (2) Explaining the factors that can influence the perceived ease of use, perceived usefulness, and behavior intention of use. Data was collected using a survey distributed to 54 traders using the etanee application in Cipanas Market. By using path analysis, the results of this study help to explain the adoption of applications based on TAM theory.

Keywords: Technology Acceptance Model, Path Analysis, etanee