

ABSTRACT

Batik is a craft that has high artistic value and has become part of Indonesian culture. In several records, the development of batik was mostly carried out during the days of the Mataram kingdom, then in the kingdoms of Solo and Yogyakarta. One of the centers of batik craftsmen is Sukoharjo district. In increasing competitiveness, Micro, Small and Medium Enterprise (MSME) must create more effective production and distribution processes so that the products produced have higher quality, one of which is by improving the Supply Chain system of the Sukoharjo Batik Center. Internet can help to improve the SCM system because it can coordinate every element in this SCM quickly and accurately, the SCM system that uses the internet called E-SCM. In order for the use of E-SCM to be useful for MSMEs, an analysis is needed about the readiness of MSMEs to use the E-SCM application. One theory and model that can be used to describe the level of use of information technology is the Technology Acceptance Model (TAM). In this study, an analysis of the readiness of MSMEs in adopting E-SCM will be carried out using the Technology Acceptance Model (TAM). The variables to be studied include trust, perceived ease of use, perceived usefulness, attitudes toward using and behavioral intention to use. This research uses quantitative methods with descriptive analysis techniques and path analysis. The data collection method used is a saturated sample technique with 64 respondents who are batik center businessmen in Sukoharjo with 14 questionnaires. The results showed that all variables had a positive and significant effect on other variables.

Keywords: Batik, Technology Acceptance Model (TAM), E-SCM), Path, MSME.