

ABSTRACT

The existence of Micro, Small and Medium Enterprises (MSMEs) in Banyumas plays an important role in the regional economy, especially in creating jobs and developing the local economy. However, according to data from the Banyumas Regency Dinnakerkop UKM, there are around 90,000 MSME players, and only around 5,400 of them have utilized digital technology. One form of technological development in Indonesia that is currently busy is social commerce, which is a marketing activity through social media. Based on a survey from Populix in 2022, Indonesian public awareness of the acceptance of social commerce is still relatively low.

This study aims to identify factors that influence the readiness and acceptance of social commerce by MSMEs in Banyumas Regency using the Technology Readiness and Acceptance Model (TRAM) approach which includes psychological and cognitive aspects of technology use. This research uses a quantitative method with a descriptive approach. The sample was determined using purposive sampling technique, and data were collected through questionnaires distributed to MSMEs. For data analysis, a Structural Equation Model (SEM) approach was used with the help of Smart PLS 4.0 software.

The results of this study indicate that the variables Optimism, Innovativeness, Perceived Ease of Use, and Perceived Usefulness have a significant influence on the intention of MSME actors to use social commerce platforms. Conversely, the variables Discomfort and Insecurity do not show a significant influence. Thus, this model is considered adequate in explaining the factors that influence the adoption of social commerce platforms by MSME actors.

Keywords: MSMEs; Technology Readiness and Acceptance Model; Social commerce