

**TECHNOLOGY ANALYSIS MODEL (TAM) ANALYSIS TOWARD
IMPLICATIONS ON THE USE OF ICT KUKM IN INDONESIA (STUDI
PARTICIPANTS IN EMPIRICAL KUKM ICTA UG-2008)**

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ABSTRACT

This study aims at analyzing the implications of ICT application within Cooperatives, Small and Medium Enterprises (KUKM) who participated in the UG-ICTA 2008 using Technology Acceptance Model (TAM) approach. Primary data regarding study variables (i.e., perceived ease of ICT use—PEOU, perceived of ICT usefulness—PU, user attitude towards ICT—ATU, strategic value of ICT—SV, and user acceptance towards ICT—ACC) were collected from respondent using a valid and reliable questionnaire. Multiple linear regression analysis was performed to analyze the data. Results of the study indicated that PEOU significantly affect PU; ATU was not affected by PEOU; PU and ATU in the meantime significantly affect SV. In addition, it was also found that PEOU has no significant effect on ACC and PU, ATU, and SV significantly affect ACC.

Key words : *perceived ease of ICT use (PEOU); perceived of ICT usefulness (PU); user attitude towards ICT (ATU); strategic value of ICT (SV); user acceptance towards ICT (ACC); Cooperatives, Small and Medium Enterprises (KUKM); Technology Acceptance Model (TAM)*