

ABSTRACT

Now internet also used by Indonesia people to buy a product. But every individu has a different level to adopt internet technology to shopping. MSMEs in Indonesia still does not yet maximize the internet to sell product online, its because some reason and one of that is limited at capital dan limited at technical. By predicting Indonesian people behavior which be a MSMEs consumer in using internet to buy a prouct online, it can be use by MSMEs as a promotion strategy in using internet techology to selling a product online.

This research has adopt the construct model from UTAUT 2 theory which in that model has provide an explanation of variable to assessing an consumer adoption in their life, and this is spesific to internet adoption for online shopping. UTAUT 2 model can predict behavioral intention and use behavior from exogent variable in UTAUT 2 that is performance expectancy (X_1), effort expectancy (X_2), social influence (X_3), facilitating condition (X_4), hedonic motivation (X_5), price value (X_6) and, habit (X_7).

The method to collect data is doing by online via using google form to 214 respondent in Indonesia. Data was analyze by using PLS-SEM via SmartPLS 2.0 M3 software.

The result of data analysis has show behavioral intention of internet technology to online shopping is 52,2% from variabel performance expectancy (X_1), effort expectancy (X_2), social influence (X_3), facilitating condition (X_4), hedonic motivation (X_5), price value (X_6) and, habit (X_7). The other result show use behavior of internet techology to online shopping is 52,2% from variable facilitating condition (X_4), habit (X_7) and behavioral intention (Y). The relatinship between exogen variable to moderator variable is positif but have a weak power. The relationship between facilitating condition (X_4), habit (X_7) dan behavioral intention (Y) to endogen variabel is positif and have a moderate to a weak power.

This researck has shown level of adoption internet technology by Indonesia MSMEs consumers to online shopping is in moderate level assessed form behavioral intention and use behavior. MSMEs should increase their promotion content and increse the value from product that have been bought by consumen. Beside of that to help the online promotion process by MSMEs, Tokopedia.com should to increase product promotion system to consumen by provide a video content inside Tokopedia.com and cooperation with other parties to offering a cash on delivey transaction.

Keyword: Internet Adoption, E-commerce, Online Shop, UTAUT 2, MSMEs