

## ABSTRACT

ASEAN Economic Community, or often referred to as a single market involves a lot of business in the field of capital, goods and services as well as a lot of manpower condemnation for small businesses. Its own challenges for SMEs is how to manage the infrastructure, the quality of products, raw materials and distribution network suppliers and product distribution. In the distribution network, SMEs can use technology as a tool in the business process. In improving the competitiveness of the MEA, SMEs should make the process of production and distribution more effectively so that the product quality, one of them by improving the system of Supply Chain SME itself. Internet can use help SCM system is running well because it can coordinate every element in SCM is quickly and accurately namely SCM system that uses the Internet or a so-called E-SCM. In order for the use of E-SCM can be usefull and useful for SMEs, required an analysis of the readiness of SMEs to use the E-SCM applications as a medium to make the products and their distribution. One of the theories and models that can be used to describe the level of use of information technology is the Technology Acceptance Model (TAM).

In this research will be the analysis of the readiness of MSMEs in adopting E-SCM using the Technology Acceptance Model (TAM). TAM variables were used for this study include a perceived easy of use, perceived of usefullness, attitude toward using, and behavioral intention to use.

Methods of data collection is done by distributing questionnaires to 48 SMEs are businesses shirt centers in Yogyakarta. The amount is in accordance with the survey directly in the field by census conducted on SME centers Yogya shirt. Data processing is done by application SmartPLS 2.0 M3.

Based on the results of data processing that has been done, the readiness of MSMEs in the center of Yogya shirt in adopting e-SCM have a percentage score of 77.53%. Furthermore, of the four hypothetical questions about the relationship TAM variables, perceived easy of use to have the attitude toward using  $t\ 0.740 < 1.65$  with the amount of 0,139 influences, perceived easy of use of the behavioral intention to use has  $t\ 2.602 > 1.65$  with 0.307 massive influence, perceived of usefullness to have the attitude toward using  $t\ 3.111 > 0.480$  to 1.65 with the amount of influence, and attitude toward using the behavioral intention to use has  $t\ 6.007 > 0.619$  to 1.65 with the amount of influence.

Based on the research results, the readiness of MSMEs in adopting E-SCM has been good, it's just that in this study occurred results in a significant effect among variables TAM because it has a value T statistic smaller than t table so that the hypothesis of a relationship variables perceived easy of use to the attitude toward using rejected and did not have a positive influence on other variables, which means there are no positive effect, which means acceptance of the ease of use (perceived ease of use) in the utilization of E-SCM on SME centers shirt Yogya has no significant effect on attitude (attitude) which will affect the behavior that is specialized in the use of software applications and E-SCM.

**Keywords: Asean Economic Community, SMEs, e-SCM, Technology Acceptance Model**