

Factors Modified Unified Theory Of Acceptance And Use Of Technology 2 Adoption Of Cloud Computing In Micro Small And Medium Enterprises In

Indonesia

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Abstract – This study is used Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) as the framework for the research design model and adoption of cloud computing in micro small and medium enterprise in Indonesia as research objects. Research finding include : 1) the findings support the importance of performance expectancy, price value and security & privacy on intention towards cloud computing services, in which performance expectancy has the highest impact on intention. 2) SME respondent characteristics majority dominated by males with age range of 31-35 years with the use of cloud computing services in the field of e-commerce is dominated by the service tokopedia, bukalapak and shopee. 3) the results of variable modifications on the model UTAUT2, proving that the security & privacy and trust variables has a significant influence on a person's interest to use cloud computing services.

Index Terms - User Acceptance; Cloud Computing; e-Commerce; Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Small Medium Enterprise.