

ABSTRACT

One of the most famous SMEs from Bandung is SMEs engaged in clothing or apparel industry including Clothing Line. But the development of MSMEs in Indonesia will cause its own impact, one of them with the increasing number of business actors will certainly affect the competition in the business, especially on similar businesses. To increase their competitiveness, there is an electronic supply chain system or e-SCM, but not all business actors can accept the new technology. Therefore, research on the readiness of UMKM to adopt e-SCM using Technology acceptance model (TAM) (Study on local Bandung Clothing Line)

This study aims to determine the readiness of SMEs Clothing Line in receiving e-SCM technology using TAM. In addition, this research is also conducted to determine the effect between variables Technology Acceptance Model and provide recommendations in the form of supply chain design in the form of data flow diagram.

The method used is quantitative descriptive with the participation of 50 respondents with sampling technique purposive sampling. The analysis technique used is descriptive statistical analysis and Partial Least Square (PLS). The variables studied were ease of use, attitude toward using, perceived of usefulness and behavior intention to use.

Based on the results of the study note that the readiness of SMEs Clothing Line in Bandung in adopting e-SCM is in good category seen from the four research variables that all have scores that are in the category of "good" on the continuous line. In addition, based on bootstrapping, there are three significant positive relationships perceived ease of use to perceived of usefulness, Perceived ease of use toward attitude toward using and perceived of usefulness to intention to use. Meanwhile, there are two non positive relationships that are Perceived of usefulness toward attitude toward using and Attitude toward using towards behavioral intention to use. Recommended supply chain process model is made in the form of a data flow diagram. In the Context Diagram / Data Flow Diagram, there are five entities and four data stores.

The acceptance of e-SCM technology in UMKM Clothing Line in Bandung is included in either category. With the emergence of these results is expected that business actors can begin to apply these technologies in business processes. In addition, the application developers have the opportunity to be able to develop e-SCM applications for the perpetrators of SMEs in this field

Keywords: e-SCM, TAM, PLS, SMEs, DFD