

ABSTRACT

The development of information technology with social media as one of its products has brought great influence to the dynamics of life especially in most of SMEs which utilize social media in their business. But there are still many SMEs actors who have not used social media because of network infrastructure. This study aims to analyze the use of social media with the approach of Technology Acceptance Model (TAM) theory.

The population in this study is the perpetrators of SMEs in the city of Bandung in culinary field using social media Instagram with a sample of 384 people. This research uses sampling technique that is purposive sampling. The research method used is quantitative and data analysis techniques in this study using path analysis. Based on the results of the distribution of 384 questionnaires, it is known that the characteristics of most respondents is dominated by men with a percentage of 57.8% or as many as 222 people, aged 30-39 years with a percentage of 49.7% or as many as 191 people, having annual income Rp. 50.000.000, - up to Rp. 500.000.000, - amounted to 49.7% or as many as 191 people and the type of culinary business owned by food and beverages with a percentage of 43.2% or as many as 166 people.

Based on the result of t test with 5% significance, it is known that Perceived ease of Use variable has significant influence to Perceived Usefulness variable ($11,964 > 1,96$) partially with 36,9% influence, Perceived ease of Use variable significantly influence Behavioral intention to use ($5,121 > 1,96$) partially with the effect of 13,1%, variable of Perceived Usefulness have significant effect to behavioral intention to use variable ($19.039 > 1,96$) partially with the effect of 83,1%.

Keywords: SMEs, Social Media, Technology Acceptance Model, Instagram