

ABSTRACT

ANALYSIS OF ENTERPRISE SYSTEM ACCEPTANCE IN SMEs USING TASK TECHNOLOGY FIT (TTF) APPROACH AND SEM-PLS METHOD

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This research aims to test the influence of task technology fit on SME (Small and Medium Enterprises) actors in using enterprise systems. The test was conducted on SME actors assisted by the kadin of Bandung city. Questionnaires were distributed to 112 SMEs and the data that can be processed are 100 SME actors. The hypothesis was tested using structural equation modeling – partial least square (SEM-PLS). Based on the test results, this study proved that the characteristics of tasks and characteristics of technology have a positive effect on task technology fit. Task technology fit positively affects the utilization of enterprise system. And task technology fit also positively affects individual performance in the use of enterprise system technology.

Keyword : SME, task characteristics, technology characteristics, task technology fit, utilization, performance impacts.