

ABSTRACT

The development of internet technology that develops provides a lot of convenience in communicating its users. The rapid development of technology in this era of globalization has an impact on changes in various fields, including in the agritech business. Agritech technology makes it possible to integrate supply chain paths through the implementation of E-SCM to E-Commerce. In Indonesia itself, the market leader in Agritech is TaniHub. Even so, there are still many areas that have not been reached by TaniHub, even areas that are close to the operational center of TaniHub and their enormous potential. Therefore, Sukabumi City of West Java is used as the object of research to measure how prepared a city is in terms of potential supporting resources when massive market penetration is carried out by TaniHub.

The objective of this study was to determine the readiness of Food Supply Chain Actors in Sukabumi City in adopting Agritech using the variables in the unified theory of acceptance and use of technology (UTAUT2). This study uses a qualitative method with a descriptive approach and is seen from the post-positivism paradigm that involves 3 groups in the food supply chain network such as Producers, Distributors, and Consumers as a sample of respondents who live in Sukabumi City, who have used the TaniHub agritech application.

Results showed that the most influential factors on interest in using agritech applications were Performance Expectancy, Facilitating Condition, Habit, Social Influence, and Price Value. This shows that people want a reliable system in helping to solve their problems and the level of ease of using the application while expecting massive market penetration in Sukabumi City. For future researchers, the results of this study are expected to provide an understanding of the adoption and behavior of using technology through the UTAUT2 model in a new research context.

Keywords: Agritech, E-SCM, Modified UTAUT2, TaniHub, Supply Chain