ABSTRACT

Traditional markets are a business ecosystem as well as a center for community economic activities that support the lives of the wider community. All actors in the economic sector, including traditional markets, were forced to make changes as a result of the implementation of the PSBB amid the Covid-19 pandemic. The adoption of technology in traditional markets is said to be one of the solutions launched by the central government during a pandemic. In this study, the author will examine the factors that affect the readiness of traditional market players to adopt technology with a case study of the Ciparay Village traditional market with the Technology Readiness and Acceptance Model (TRAM) approach after being proven by previous research that this model can accurately explain the readiness to adopt technology.

The method used in this study is a quantitative which explains the relationship between the independent variables and the dependent variable. The research was conducted through a census of all market traders, totaling 345 respondents that processed quantitatively using TRAM analysis and then confirmed based on statements from the Market Village manager as well, of traders and buyers which will then be processed to produce a formulation strategy.

The results are: (a) the model obtained from the quantitative analysis showing that the relationship between the independent and dependent variables in the study showed significant results and positive hypothesis testing results and (b) a digital transformation formulation strategy from the model analysis that formulated the factors that must be implemented in the Ciparay Village Traditional Market as a step to implementing digital transformation. The conclusions of this study are (a) that the Technology Readiness and Acceptance Model (TRAM) is a model that can accurately explain the acceptance of technology in the Ciparay Village Traditional Market, (b) the Perceived Ease of Use variable is the most influential on Intention of Use, and (c) Optimism is the independent variable that has the most significant effect on Perceive ease of Use and has a greater influence than other independent variables in existing conditions.

Keywords: Traditional Market, Technology Readiness Index (TRI), Technology Acceptance Model (TAM), Technology Readiness and Acceptance Model (TRAM)