

ABSTRAK

Diperkirakan dari 56,5 juta pelaku usaha mikro kecil dan menengah (UMKM), yang memanfaatkan teknologi informasi (TI) dalam pengembangan bisnisnya baru 30 – 40 persen. Pelaku UMKM di Indonesia menghadapi situasi berbeda karena sedikit UMKM yang menggunakan internet sebagai sarana penunjang.

Penelitian ini menggunakan teori difusi inovasi yang dikemukakan oleh Roger tentang karakteristik inovasi. Karakteristik inovasi terdiri dari lima sub-variabel yaitu *relative advantage*, *compatibility*, *complexity*, *trialability*, dan *observability*. Selain itu juga ditambahkan variabel hambatan sebagai variabel bebas.

Teknik analisis data adalah regresi linier berganda. Populasi dalam penelitian ini adalah berjumlah 90 UMKM. Teknik pengambilan sampel adalah *convenience sampling* dengan jumlah sampel sebesar 47 UMKM.

Hasil analisis regresi linier berganda menunjukkan karakteristik inovasi dan hambatan berpengaruh secara simultan terhadap variabel terikat keputusan adopsi dengan f hitung (12,953) lebih besar dari f tabel 3,21. Nilai koefisien determinasi sebesar 37,1% menunjukkan bahwa karakteristik inovasi dan hambatan dapat mempengaruhi keputusan adopsi TIK berbasis internet sebesar 37,1%. Hasil uji t menunjukkan karakteristik inovasi dan hambatan berpengaruh secara parsial terhadap keputusan adopsi TIK.

Hasil uji t variabel karakteristik inovasi menunjukkan sub-variabel *relative advantage*, *compatibility*, dan *observability* berpengaruh terhadap keputusan adopsi TIK berbasis internet. Namun sub-variabel *compatibility* dan *trialability* tidak berpengaruh secara parsial terhadap keputusan adopsi TIK berbasis internet

Kata Kunci : Karakteristik Inovasi, Hambatan, Adopsi, TIK berbasis Internet, UMKM

ABSTRACT

It is estimated that of 56.5 million micro small and medium enterprises, which utilizes the sophisticated of information technology (IT) in the development of new business only 30-40 percents. The MSMEs in Indonesia face a different situation because few of MSMEs who used the internet as a means of supporting.

This study uses diffusion of innovation theory by Roger about the innovative characteristics. The innovative characteristics consists of five sub – variables which are relative advantage, compatibility, complexity, trialability, and observability. The variable barriers are added as independent variables.

The technique of data analysis is multiple linear regression. The population is the MSMEs with amount of 90 SMEs. The sampling technique uses convenience sampling with a sample size of 47 SMEs .

The result of multiple linear regression analysis shows that the independent variables innovative characteristics and barriers have significantly influence with the f count (12,953) is more than 3.21 of f table. The coefficient of determination value indicate that 37.1% of the variances associated with ICT adoption can be explained from both of independent variables. The T-test results show the innovative characteristics and barriers have significantly partial effect.

Based on the results of t-test show that sub - variables of innovative characteristic which are relative advantage, complexity and observability have significantly effect on adoption internet based ICT adoption. However, compatibility and trialability have no significantly partial effect on internet based ICT adoption.

Keywords : *Innovative Characteristics, Barriers, Internet-based ICT, MSMEs*