The Acceptance Study of e-commerce Customers Based on TAM

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Abstract

The improvement of information technology and science has grown rapidly. CV. Sukses Mandiri Jaya, which is engaged in the sale of spare parts for motorcycle, does not have a computerize system, making it difficult for buyers to see the products and to make transactions. The work aim to create a web based system with the Technology Acceptance Model (TAM) to measure the usability level of the system. TAM is used to achieve a certain goal by identifying some of the basic variables and by measuring factors that affect system acceptance. TAM positions two beliefs, that are Perceived Usefulness and Perceived Ease of Use as major factors in system acceptance behavior. It was found that the proposed system accepted by customers, which was measured by a questionnaire involving 57 respondents. The results show that Perceived Usefulness and Perceived Ease of Use simultaneously and partially have positive and significant influence on the Behavior Intention. This also shows that result of the relative contribution of perceived usefulness (X1) is 36.75% and the perceived ease of use (X2) is 63.25%. The effective contribution of Perceived Usefulness is 29.44% and the Perceived Ease of Use is 50.66% for Behavior Intention, which means that the effect of Perceived Ease of Use is more dominant than the Perceived Usefulness.

I. INTRODUCTION

The improvement of information technology as well as information systems and science have grown rapidly and have continued to advance in the era of globalization. One of the main reasons is technology and information systems now have an important role in the lives of global people. Information systems within an organization can perform transactions management that can be used to generate transactions reports [1]. The Internet today is a means of information that is increasingly becoming widespread and with internet technology everyone from many regions can connect easily and quickly. Forthemore, the internet can be used as medium in running a business such as e-commerce [2]. E-commerce consist of selling, purchasing and exchanging information through a computer network. On the CV. Sukses Mandiri Jaya which is engaged in the sales of motorcycle spare parts, has not had an e-commerce system which makes it difficult for buyers to browse the available spareparts. This traditional of way sales has prevented the selling systems for a larger.

Technology Acceptance Model (TAM) was used to measure the acceptance rate of the proposed system by the customers. TAM has a quantitative character, namely analyzing data using numbers and making decisions based on the results of statistical figures obtained. TAM method has two basic characteristics of behavior which are perceptions of usefulness and perceptions of ease of use. These two characteristics used to measure attitudes towards and behavior intentions of users.

II. LITERATURE REVIEW

Marketing has an organizational function to convey or communicate a value to consumers and to build relationships to consumers that provides benefits for organization. Marketing is the main activity of a company that must be able to market its products or services to generate profits and can be used to determine the viability of the business. Therefore, the company must be able to understand the needs and demands of the users so that the products and services offered

are acceptable [3]. Sales is a part of marketing and sales is a main activity to trade goods and services that the company generates. In general, sales can be interpreted as an activity of the company in marketing its products that are needed by consumers [4].

An e-commerce information system can display products in a wide range of web-based information systems. It makes it easier for users to search for products so that time is used more effectively [5]. In another work [6], the system created at the Galoenk distribution in Pematang siantar has a success rate that has increased the performance of buying and selling in that location.

In addition, TAM was constructed with four variables and used tested the Information and Communication Technology (ICT), Perceived Usefulness (PU), Perceived Ease Of Use (PEOU), and Behavioral Intention To Use (BITU). It has a significant effect on the level of trust of users towards online zakat around the campus environment [7]. Empirically, this model has been shown as an overview of the behavior of information technology users. The analyze result of the website usage acceptance level in the Structural Equations identifies through the user's perceptions and behavior in using the website and it was found the website can be accepted [8].

Based on the review of the journals above, TAM can be used to measure the level of acceptance of the system by users.

III. FRAMEWORKS

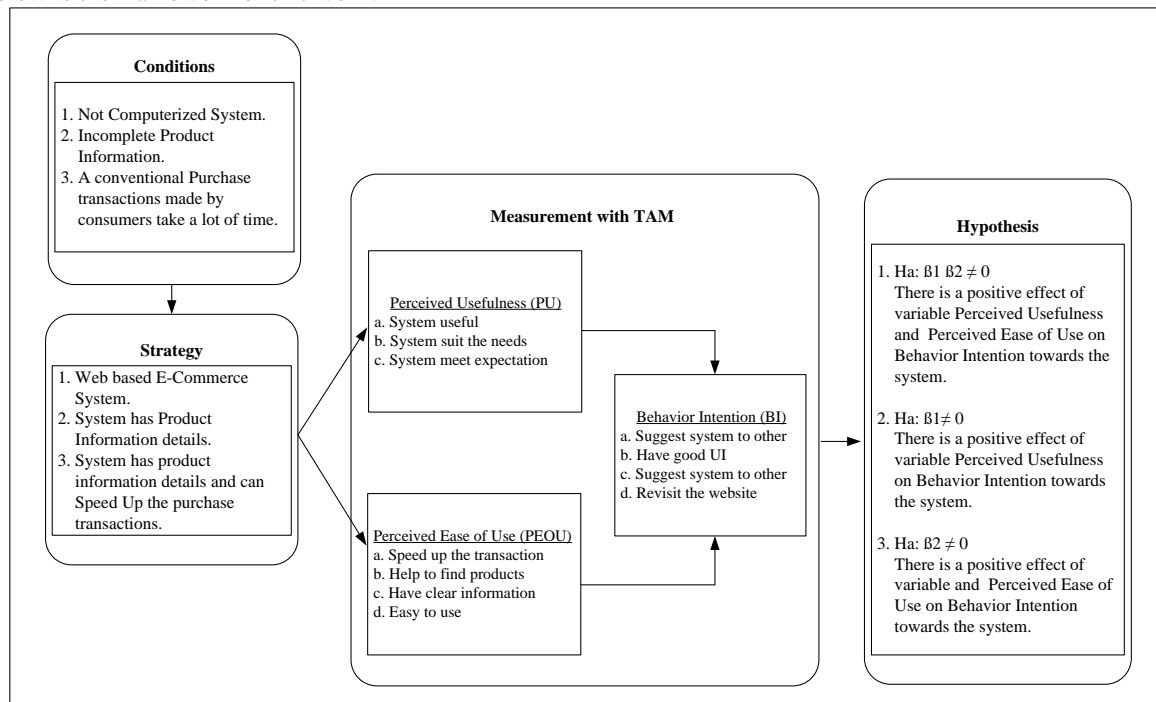Below is the framework of this work:

Fig. 1 Framework

IV. METHODS

A. Technology Acceptance Model (TAM)

The TAM model developed by Davis F. D in 1989 is one of the most widely used models for measuring acceptance level of the system. TAM describes the causal relationship between beliefs about the benefits of an information system and its ease of use as well as the behavior, goals, and actual use of users of an information system. The TAM model is actually adopted from the TRA (Theory of Reasoned Action) model, which is a theory of reasoned action with one statement which forms the basis for the conclusion that a person's perception and reaction to something will determine the person's attitude and behavior [9]. Based on research conducted in [10], the TRA theory has been compared with innovation technology models and other theories. It is found that TRA is a strong theory for innovation adoption upon a few additions of other variables such as facilitating conditions, awareness of innovation by users, social pressure and user readiness. The main purpose of the TAM is to provide basic knowledge of the steps of the impact of an external factor on internal beliefs, attitudes and

intentions. TAM is used to achieve a specific goal by identifying some basic variables. The basic principles of TAM used to measure the level of acceptance of variable systems taken from the basis of the theory can be seen in figure 2:
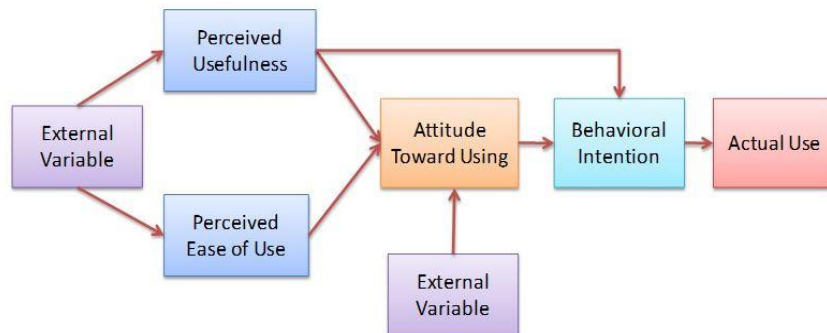

Fig. 2 Technology Acceptance Model Method Diagram [11]

In previous research, and with factors that influence cognitively and effectively on computer acceptance. TAM positions two beliefs, Perceive Usefulness (PU) and Perceieved Ease of Use (PEOU) as the main factors of computer acceptance behavior beliefs [12]. In a comparison of two theoretical models that is Theory of Reasoned Action (TRA) and TAM, their confluence led to the identification of a more parsimonious causal structure, but is powerful for predicting and explaining user behavior based on only three theoretical constructs: behavioral intention (BI), perceived usefulness (PU) and perceived ease of use (PEOU)[11].

To measure the user acceptance model of the system, a respondent with a minimum of five times the research indicators are required [13]. Other wise, the Slovin formula from the population can also be used for the same purposed. Population refers to the entire group of people, events, or things the researcher wishes to investigate [14]. The sampling method used is probability sampling, which is a sampling technique that provides equal opportunities for each element or member of the population to be selected as sample members. The probability sampling technique used in this work is simple random sampling. The sample size was determinated using the Slovin Formula [15]:

$$n = \frac{N}{1+N(e^2)}$$ (1)

Where :
n = Sample
N = Populations
e = Error rate is 5%

B. Prerequisite of Regression Analysis

This assumption is an assumption that must be fulfilled before carrying out the regression test which consists of:
Multicollinearity Test, Autocorrelation Test, Heteroscedasticity Test, and Normality Test.

1. Multicollinearity Test
    This multicollinearity test is needed to determine whether there are independent variables that are similar to other independent variables in one model. The similarity between the independent variables in a model will lead to a very strong correlation between an independent variable and other independent variables. Detection of multicollinearity also aims to avoid habits in the process of making conclusions about the effect of the partial test of each independent variable on the dependent variable. A good regression model should not have a correlation between the independent variables. The multicollinearity test is carried out by calculating the variance influation factor (VIF) value of each independent variable. A VIF value of less than 10 indicates that the correlation between the independent variables can still be tolerated [16].

2. Autocorrelation Test

   The autocorrelation test aims to determine whether there is a correlation between the confounding variable in a certain period and the disturbing variable in the previous period. If there is a correlation, it is called an autocorrelation problem. Autocorrelation arises because successive observations over time are related to one another. This problem arises because the residuals are not independent from one observation to another. A good regression model is a regression that is free from autocorrelation [16]. The method used in this study to detect the presence or absence of it autocorrelation with the Durbin-Watson test (DW Test) Where :

$1.65 < DW < 2,35$	= No Autocorrelation Happened
$1.21 < DW < 1.65$ or $2,35 < DW < 2.79$	= Cannot Be Conclusion
$DW < 1.21$ or $DW > 2.79$	= Auto Correlation Occurred (2)

3. Heteroscedasticity Test

   Heteroscedasticity is a residual variant that is not constant in regression, so the accuracy of the prediction results is doubtful. The heteroscedasticity test aims to test whether there is an inequality of variance from the residuals of one observation to another in the regression model. This test can be done, among others, through scatter plot.

   Heteroscedasticity describes the value of the relationship between the predicted value and the Studentized Delete Residual value. This test was performed using a scatter plot between the predicted Y and the Studentized Delete Residual. A good regression model is one that does not have heteroscedasticity or filled the homoscedasticity assumption [16]. The basis for determining whether the regression model meets homoscedasticity is the scatter plot which has the following characteristics:
   - If there is a certain pattern, such as the dots forming a certain regular pattern, it indicates that heteroscedasticity has occurred.
   - If there is no clear pattern, and the dots spread above and below the number 0 on the y-axis, then there is no heteroscedasticity.

4. Normality Test

   This normality test aims to test whether confounding or residual variables have a normal distribution in the regression model [16]. According to this method, if a variable has a statistically significant value ($p > 0.05$) then the variable has a normal distribution. Graphic analysis of normal PP plots and Histograms can be used in normality test, the criterias for using graphic analysis and histograms are as below:
   - In the normal PP plots, if the dots are located around the diagonal line, it is said that the assumption of normality is fulfilled
   - In the histogram, if the histogram follows the normal distribution exactly in the middle without skewing to the right or left then the normality assumption is fulfilled.

C. Multiple Linear Regression Analysis

Multiple linear regression analysis can be defined as the influence between more than 2 variables, which consists of 2 or more independent variables and 1 dependent variable [16]. It's also used to build equations and the equations are used to make predictions. This method consists of simultaneous correlation test (F test) and individual regression coefficient test (t test). The formula is as follows:

Y	$= b0 + b1X1 + b2X2 + \ldots + bnXn$ where:
Y	= Dependent variable
X1, X2	= Independent variable
b0	= Constant (if the x value is 0, then Y will be constant)
b1, b2	= Regression coefficient (value of increase or decrease) (3)

1. F Test

   F Test, is used to calculate whether that independent variables affect the dependent variables . The values of F Table is as follows:

   $F Table = (K; N-K)$ see on F table [17]   (4)
   Where:

K = Independent variable
N = Respondent / Sample

a. If the value of F hitung > F Table, then H0 rejected and Ha accepted
b. If the value of F hitung < F Table, then H0 accepted and Ha rejected.
   or using Significant value where:
c. The Sig. value is < 0.05, then H0 rejected and Ha accepted
d. The Sig. value is > 0.05, then H0 accepted and Ha rejected.

2. t Test
    t Test is used to determine the effect of each independent variable to the dependent variable. The values of t Table is as follows:

    t Table = (a/2 ; N-K-1 or df residual) see on t table [17]   (5)
    Where:
        K = Independent variable
        N = Respondent / Sample

a. The value of t hitung > t table, then H0 rejected, and Ha accepted.
b. The value of t hitung < t table, then H0 accepted and Ha rejected.
    or using Significant value where:
c. The Sig. value < 0.05, then H0 rejected, and Ha accepted.
d. The Sig. value > 0.05, then H0 accepted and Ha rejected.

D. Effective Contribution and Relative Contribution

Effective contribution (SE) is a measure of the contribution of a predictor variable or independent variable to the criterion variable (dependent) in the regression analysis [17]. Meanwhile, the relative contribution (SR) is a measure that shows the size of the contribution of a predictor variable to the number of squares of the regression. The effective can be calculated using this formula :

SE (X)% = Beta$_x$ * Coefficient Correlation * 100%   (6)

Where :
Beta$_x$ = Standardized Coefficients Beta t Test
Coefficient Correlation   = Coefficient Correlation Variable

For contribution relative using formula below:

$$SR\ (X)\%\ = \frac{SE\ (X)\%}{R^2}$$ (7)

Where :
SE   = Effective Contribution Result
R^2 = R square Regression Analysis

V. RESULTS AND DISCUSSION

This System build using System Development Life Cycle (SDLC) methodology, the SDLC process divided into four phases: 1. Planning, 2. Analysis, 3. Design, and 4. Implementation. The system is designed to facilitate customer transactions at CV. Sukses Mandiri Jaya. Customers can register and make a transaction by the system. The functions of this system are described in Figure 3. The admin has access to add, edit, delete product categories, check payments that have been made by customers, and check transaction reports by date . Customers can register, select products, and make transactions. While owners can view product master data, check payments and transactions report by date.
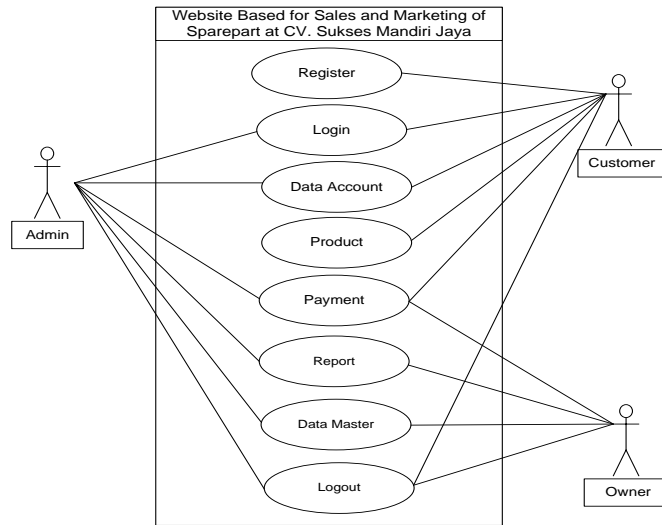
Figure 3. Use Case Diagram System
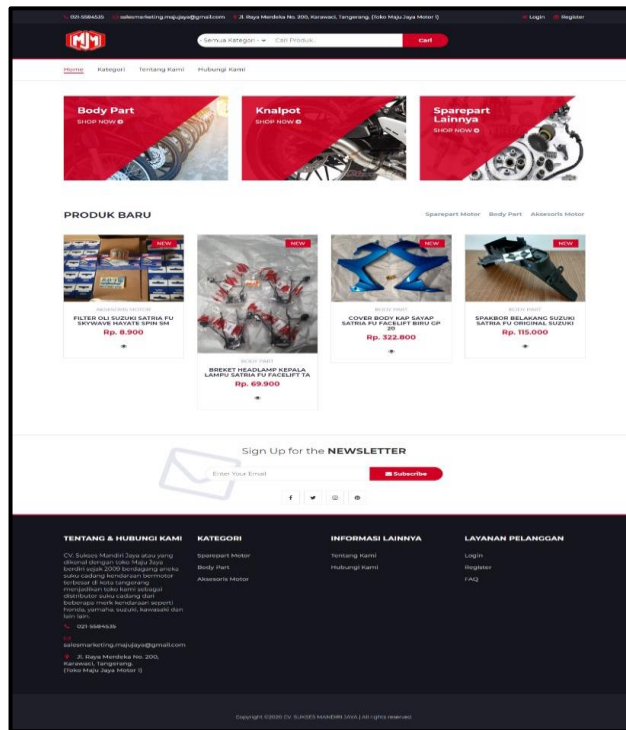
Figure 4. User Interface for Customer Select Product

57 customers of CV. Sukses Mandiri Jaya were used as the population of this be study the data was collected from the 12th to the 15th of july in 2020. For population N = 57 and fault tolerance e = 5% then:

$$n = \frac{57}{1+57(0.05^2)} = 49.9 \qquad (1)$$

Out of 57 customers, there are 50 responses provided by the respondents. These responses were obtained from the distributed questionnaire with ten questions that included two main variables Independent and one variable Dependent. Independent variables are variables whose changes tend to be beyond human control. Meanwhile, the dependent variable is a variable that can change as a result of changes in the independent variable [18]. Perceive

Usefulness and Perceieved Ease of Use as the main factors of system acceptance behavior. The list of criteria for questionnaire questions are below:

Table 1. Measurement variable using questionaire

No	Variable	Question
1	Independent : Perceive Usefulness (PU) = (X1)	Q1. Is this system useful for you?
		Q6. Does this system suit your needs?
		Q7. Does this system meet your expectation?
2	Independent : Perceived Ease of Use (PEOU) = (X2)	Q2. Can this system speed up your purchase transactions?
		Q3. Can this system help you to find the products?
		Q4. Does this system have clear information for you?
		Q5. Is this system easy to use?
3	Dependent : Behaviour Intention (BI) = (Y)	Q8. Would you suggest this system to others?
		Q9. Do you like the User Interface of this system?
		Q10. Will you visit this website again?

Data analysis in this study uses statistical data analysis applications with the help of the SPSS (Statistical Product and Service Solution) program. The results of the questionnaire will be processed and analyzed with the variables to find out the user's acceptance of web-based marketing and sales system applications by approaching the TAM with Pearson Correlation Partial Analysis Two Tailed (N-2) [17]. From the r table 5% and 1% significance for N=50-2, the r value is 0,284. The result of questionaire can be seen below:

Table 2. Questionaire result from 50 respondent

Respondent	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Total
1	4	4	5	5	5	4	4	4	5	4	44
2	4	3	4	4	4	3	4	4	4	4	38
3	5	5	5	5	5	5	5	5	5	5	50
4	5	4	5	5	4	5	5	4	5	5	47
5	5	5	5	5	5	5	5	5	5	5	50
6	5	5	5	5	5	5	5	5	5	5	50
7	4	4	4	3	3	3	3	4	3	3	34
8	4	4	4	4	4	4	4	4	4	3	39
9	4	4	4	4	4	4	4	4	4	4	40
10	4	3	4	3	4	4	3	4	3	4	36
11	1	1	1	1	1	1	1	1	1	1	10
12	3	3	4	5	4	5	4	5	4	5	42
13	4	5	4	5	5	5	4	4	5	5	46
14	3	4	3	5	4	4	4	4	5	4	40
15	5	5	5	5	5	4	4	4	5	5	47
16	5	5	5	5	5	5	5	5	5	5	50
17	5	4	5	4	3	5	4	5	4	3	42
18	5	5	5	4	4	4	4	5	5	3	44
19	3	3	4	4	4	4	4	3	3	3	35
20	5	5	5	5	5	5	5	5	5	5	50
21	4	4	3	3	3	3	3	4	4	4	35
22	3	3	3	3	3	3	3	3	3	3	30
23	3	3	4	4	4	5	4	5	5	4	41
24	5	5	5	5	4	5	5	4	4	5	47
25	3	3	3	3	3	3	3	3	3	3	30
26	5	5	5	5	5	5	5	4	5	5	49
27	3	3	3	4	3	3	3	3	3	2	30
28	4	5	4	4	4	3	4	4	4	4	40
29	5	5	5	5	5	5	5	5	5	5	50
30	5	5	5	4	4	5	5	5	5	4	47
31	4	4	5	3	4	5	5	4	4	5	43
32	5	5	5	5	5	4	4	4	5	5	47

33	5	5	5	4	3	4	4	4	5	4	43
34	5	5	5	4	3	4	4	4	5	3	42
35	5	5	5	5	5	5	5	5	5	5	50
36	5	5	4	5	5	4	4	3	5	4	44
37	4	5	5	5	5	4	4	5	5	5	47
38	5	5	5	5	4	5	4	5	5	5	48
39	4	5	4	3	4	4	4	3	4	4	39
40	5	5	4	5	5	4	4	4	4	4	44
41	5	5	5	5	5	5	5	3	5	5	48
42	5	5	4	5	4	4	5	5	4	4	45
43	5	4	5	4	4	5	4	4	5	5	45
44	5	5	5	5	5	5	5	5	4	5	49
45	5	4	4	4	5	5	5	4	4	4	44
46	5	5	5	5	5	4	5	5	4	4	47
47	5	5	5	4	5	4	4	4	5	5	46
48	5	4	4	5	5	5	4	5	4	4	45
49	5	5	5	5	4	4	5	5	5	4	47
50	5	5	4	4	4	4	4	5	5	4	44

A. Validity Testing

Data quality tests are conducted to test the level of validity correlations in every variable. By comparing the correlations or r hitung values of the research variables (X1, X2, and Y) with the value of r table where:
  a. If r hitung > r table, then the question item is valid.
  b. If r hitung < r table, then the question item is invalid.
Or in the other hand, check the Significant value, if (Sig.2-tailed) < 0,05 it means valid.

Table 3. Correlations Testing X1 Variable

		Q1	Q6	Q7	XI
Q1	Pearson Correlation	1	,635**	,736**	,879**
	Sig.(2-tailed)		,000	,000	,000
	N	50	50	50	50
Q6	Pearson Correlation	,635**	1	,808**	,899**
	Sig.(2-tailed)	,000		,000	,000
	N	50	50	50	50
Q7	Pearson Correlation	,736**	,808**	1	,934**
	Sig.(2-tailed)	,000	,000		,000
	N	50	50	50	50
XI	Pearson Correlation	,879**	,899**	,934**	1
	Sig.(2-tailed)	,000	,000	,000	
	N	50	50	50	50
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 4. Correlations Testing X2 Variable

		Q2	Q3	Q4	Q5	X2
Q2	Pearson Correlation	1	,743**	,661**	,647**	,875**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	50	50	50	50	50
Q3	Pearson Correlation	,743**	1	,649**	,637**	,863**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	50	50	50	50	50
Q4	Pearson	,661**	,649**	1	,790**	,886**

		Q5				
	Correlation					
	Sig. (2-tailed)	,000	,000		,000	,000
	N	50	50	50	50	50
Q5	Pearson Correlation	,647**	,637**	,790**	1	,878**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	50	50	50	50	50
X2	Pearson Correlation	,875**	,863**	,886**	,878**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	50	50	50	50	50
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 5. Correlations Testing Y Variable

		Q8	Q9	Q10	Y
Q8	Pearson Correlation	1	,616**	,548**	,825**
	Sig. (2-tailed)		,000	,000	,000
	N	50	50	50	50
Q9	Pearson Correlation	,616**	1	,713**	,895**
	Sig. (2-tailed)	,000		,000	,000
	N	50	50	50	50
Q10	Pearson Correlation	,548**	,713**	1	,878**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
Y	Pearson Correlation	,825**	,895**	,878**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50
**. Correlation is significant at the 0.01 level (2-tailed).					

The summary result for validity testing for each variable show on Table 6. below:

Table 6. Summary Testing X1, X2, and Y Variable

No	Symbol	r hitung	r table	Description
1	X1.Q1	0,879	0,284	Valid
2	X1.Q6	0,899	0,284	Valid
3	X1.Q7	0,934	0,284	Valid
4	X2.Q2	0,875	0,284	Valid
5	X2.Q3	0,863	0,284	Valid
6	X2.Q4	0,886	0,284	Valid
7	X2.Q5	0,878	0,284	Valid
8	Y,Q8	0,825	0,284	Valid
9	Y,Q9	0,895	0,284	Valid
10	Y.Q10	0,878	0,284	Valid

Validity test results show that the entire r hitung value of each question item is greater than 0.284. Beside that all the sig.2-tailed value is 0,000 < 0,05. It means all the questions used in the questionnaire are valid and have correlations.

B. Reliability Testing

The reliability tests are conducted individually for each question. If Cronbach's alpha value > 0.60 then the question item has been reliable or consistent [4]. Every variable result is shown in table 7-11 below:

Table 7. Reliability Statistic in X1 Variable with N=3

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,886	,888	3

Table 8. Item Total Statistics in X1 Variable with N=3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	8,42	2,453	,719	,546	,893
Q6	8,58	2,453	,770	,657	,845
Q7	8,64	2,439	,853	,736	,776

Table 7. shows that Cronbach Alpha 0,886 > 0,60 and the last column of Table 8. shows the statistic value for every item question value > 0,60 it means that questions in Variable X1 are reliable or consistent.

Table 9. Reliability Statistic in X2 Variable with N=4

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,898	,898	4

Table 10. Item Total Statistics in X2 Variable with N=4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q2	12,90	5,194	,766	.617	,871
Q3	12,88	5,496	,758	,605	,874
Q4	12,94	5,241	,791	,672	,862
Q5	13,06	5,323	,778	,659	,866

Table 9. shows that Cronbach Alpha 0,898 > 0,60 and the last column Table 10. shows the statistic value for every item question value > 0,60 it means questions in that Variable X2 are reliable or consistent.

Table 11. Reliability Statistic in Y Variable with N=3

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,833	,834	3

Table 12. Item Total Statistics in Y Variable with N=3

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q8	8,52	2,663	,628	,403	,831
Q9	8,36	2,358	,757	,581	,706
Q10	8,56	2,292	,703	,528	,762

Table 11. show that Cronbach Alpha 0,833 > 0,60 and the last column Table 12. shows the statistic value for every item question value > 0,60 it means questions in Variable Y are reliable or consistent.
Based prerequisite of regression analysis result are shows below:

1. Multicollinearity Test
   This test result shown in the last column of Table 15. It was found that the VIF value 4.863 is less than 10, which means that multicollinearity does not occur.

2. Autocorrelation Test
   This test result shown in Table 13. below:

Table 13. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.895[a]	.801	.792	1.025	1.916

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

The durbin-watson result is 1.916. It means there is no autocorrelation. (2)

3. Heteroscedasticity Test
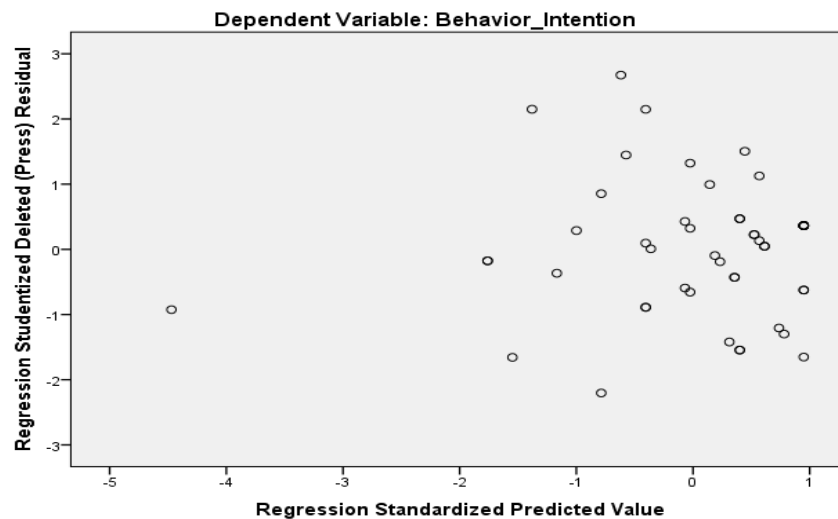   This test result shown in Figure 5 below:

Figure 5. Scatter plot

By using a scatter plot, it is found that the points are located below and above the 0 number randomly and do not form a certain pattern so that the assumption of homocedasticity is fulfilled.

4. Normality Test
   For this test using PP plots and Histograms are shown in figure 6 and 7 below:
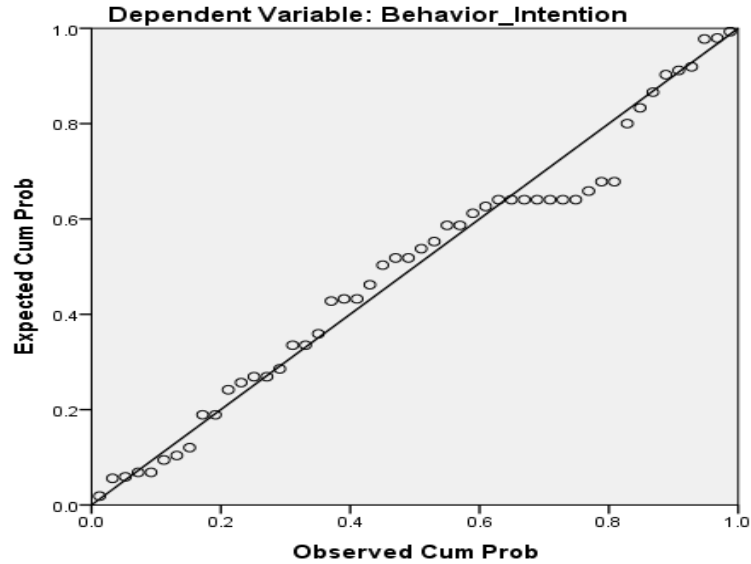
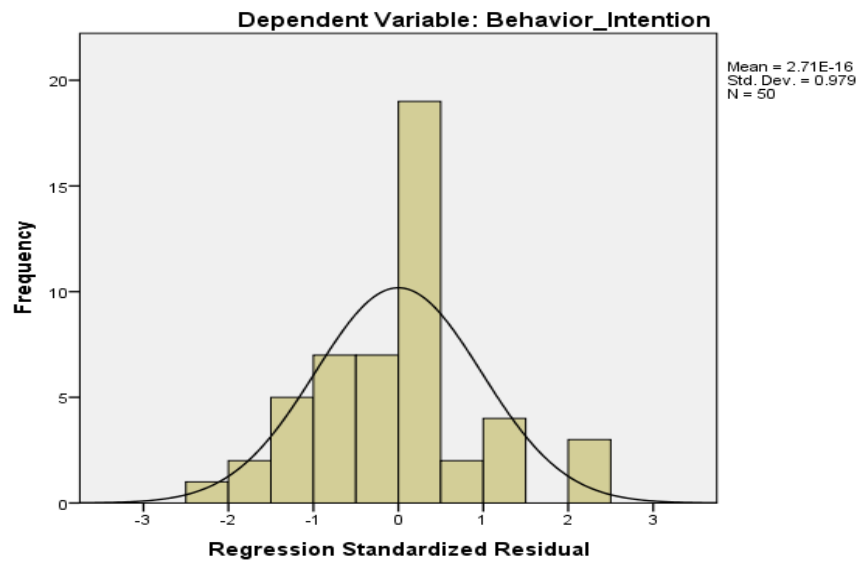Figure 6. Normal P-P Plot of Regression Standardized Residual

Figure 7. Histograms

After the above assumptions are met, it can be continued by analyzing primary data using multiple linear regression method using F Test and t Test.

The result of multiple regression analysis Y = 0.990 + 0.339 X1 + 0.428 X2   (3)

Based on F test and t Test shown below:

1. F Test
   F Test result show below:
   F Table = (K; N–K)
   F Table = (2; 50-2)
   F Table = (2; 48)
   F Table = (3.19)   (4)

   The hypothesis proposed in this test are:

H0: ß1 ß2 = 0, There is a no effect of X1 variable and X2 variable on Y variable
Ha: ß1 ß2 ≠ 0, There is a positive effect of X1 variable and X2 variable on Y variable

This test is used to find out if the X1 variable and X2 variable affect the Y Variable to the system of CV. Sukses Mandiri Jaya.

Table 14. ANOVAª F Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	198.662	2	99.331	94.471	,000ᵇ
	Residual	49.418	47	1.051		
	Total	248.080	49			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

In the Table XIV above shows that the F value = 94,471 > 3.19 and Sig. value = 0,000 < 0.05. It means H0 rejected, and Ha accepted.

2. t Test
    t Test result show below:
    t Table = (a/2 ; N-K-1 or df residual)
    t Table = (0,05/2 ; 50-2-1)
    t Table = (0,025 ; 47)
    t Table = 2.012   (5)

The hypothesis proposed in this test are:
H0: ß1 = 0, There is a no effect of X1 variable on Y variable
Ha: ß1 ≠ 0, There is a positive effect of X1 on Y variable
H0: ß2 = 0, There is a no effect of X2 variable on Y variable
Ha: ß2 ≠ 0, There is a positive effect of X2 variable on Y variable

Table 15. Coefficientsª t Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,990	,866		1,144	,258		
	X1	,339	,141	,344	2,395	,021	.206	4.863
	X2	,428	,107	,575	4,003	,000	.206	4.863
a. Dependent Variable: Y								

Descriptive Hypothesis :
1. Based on the calculated t hitung value it is found that:
   a. X1variable has t hitung = 2,395 and t Table = 2,012, because the t hitung > t Table it means H0 rejected, and Ha accepted.
   b. X2 variable has t hitung = 4,003 and t Table = 2,012, because the t hitung > t Table it means that H0 rejected, and Ha accepted.

2. Based on the calculated significant value it is found that:
   a. X1 variable has Sig. value = 0,021 because the Sig. value < 0,05 it means H0 rejected, and Ha accepted.
   b. X2 variable has Sig. value = 0,000 because the Sig. value < 0,05 it means H0 rejected, and Ha accepted.

Based on t Test, X1 variable has a positive effect on Y variable, and X2 has a positive effect on Y variable.

For coefficient variable correlation shown in Table 16. below:

Table 16. Correlations Analysis

		XI	X2	Y
X1	Pearson Correlation	1	.891**	.856**
	Sig. (2-tailed)		.000	.000
	N	50	50	50
X2	Pearson Correlation	.891**	1	.881**
	Sig. (2-tailed)	.000		.000
	N	50	50	50
Y	Pearson Correlation	.856**	.881**	1
	Sig. (2-tailed)	.000	.000	
	N	50	50	50
**. Correlation is significant at the 0.01 level (2-tailed).				

From the data above, the effective contribution result show below :
Contribution Effective (X1) to (Y) is:
$$SE\ (X1)\% = 0.344 * 0.856 * 100\% \qquad\qquad (6)$$
$$= 29.44\ \%$$

Contribution Effective (X2) to (Y) is:
$$SE\ (X2)\% = 0.575 * 0.881 * 100\% \qquad\qquad (6)$$
$$= 50.66\ \%$$
Total contribution effective is : SE (X1) + SE (X2) = 80.10% this result = R Square at Table XIII.

For contribution relative result show below:
Contribution Relative (X1) to (Y) is:
$$SR\ (X1)\% = 29.44\% / 80.10\% \qquad\qquad (7)$$
$$= 36.75\ \%$$

Contribution Relative (X2) to (Y) is:
$$SR\ (X2)\% = 50.66\% / 80.10\% \qquad\qquad (7)$$
$$= 63.25\ \%$$

Based on result of contribution effective (SE) X1 variable on Y variable is 29.44% and contribution effective (SE) X2 variable on variable Y is 50.66%. For contribution relative (SR) variable X1 on Y variable is 36.75%. and contribution relative (SR) X2 variable on Y variable is 63.25% from the total SR of 100%.

VI. CONCLUSIONS

The result show that perceived usefulness variable (X1) and perceived ease of use variable (X2) simultaneously and partially have a positive and significant influence on the behavior intention variable (Y). It is also found that the effective contribution (SE) is calculated from perceived usefulness variable (X1) as 29.44% and perceived ease of use variable (X2) as 50.66% on Behaviour Intention variable (Y), which means that the effect of perceived ease of use is more dominant than perceived usefulness, and the calculation result of the relative contribution of perceived usefulness (X1) is 36.75% and the perceived ease of use (X2) is 63.25%.

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