

E-Commerce Coffepedia with Technology Acceptance Model (TAM) Testing

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Article history:

Received 21 Nov 2022;
Revised 22 Nov 2022;
Accepted 9 Dec 2022;
Available online 14 Dec 2022

Keywords:

Attention to Use
Behavioral Intention to Use
Coffee Powder
E-Commerce
Perceived Ease of Use
Perceived Usefulness
Technology Acceptance Model
Theory of Reasoned Action

Abstract

Coffee is one of the plantation commodities that has an important role in economic activities in Indonesia. Coffee is also one of Indonesia's export commodities which is quite important as a foreign exchange earner in addition to oil and gas. As a producer, Indonesia occupies the fourth position while as a consumer Indonesia is in seventh place, and coffee connoisseurs in Indonesia are growing rapidly at 8% for the development of coffee connoisseurs in Indonesia while the development of coffee connoisseurs in the world is only 6%. With the increase in coffee drinkers in Indonesia, the level of sales of coffee powder will also increase. In this study, the system was designed to facilitate the sale of coffee powder using prototyping methodology and the Technology Acceptance Model (TAM) for testing method. The purchasing system can make it easier and provide convenience for buyers and sellers in Indonesia. Based on the TAM test that has been carried out on 79 respondents, it shows the results that Attention to Use (ATU) affects Behavioral Intention to Use (BITU) by 4.427, Behavioral Intention to Use (BITU) affects Actual System Usage (ASU) 16.511, Perceived Ease of Use (PEOU) affects Attention to Use (ATU) by 3.130, Perceived Usefulness (PU) affects Attention to Use (ATU) by 6.712, and PU affects BITU by 4.692.

I. INTRODUCTION

Computers are still trusted in processing data into information, it can be used and can be trusted. In converting data into information, computers need to use a computer based information system (CBIS). CBIS is a system that processes data into quality information and can be used as a decision-making tool [1]. With integration between subsystems, information systems can produce quality, precise, fast and accurate information according to the parties who need it. A complex, precise, and fast information system will be very useful for companies in determining an action so as to minimize the risk of loss and even minimize the costs incurred. Therefore, information systems also have an important role in competition in this era.

The agriculture, forestry and fisheries sectors have quite an important role in economic activities in Indonesia, this can be seen from their contribution to the Gross Domestic Product (GDP) which is quite large at around 13.70% in 2020 which is also second place after the industrial sector. Processing. One of the sub-sectors of the agriculture, forestry and fishery sectors with considerable potential is the plantation sub-sector. The contribution of the plantation sub-sector in GDP is around 3.63% in 2020 or is the first in the agriculture, forestry and fishery sectors. This sub-sector is a provider of raw materials for the industrial sector, absorbs labor, and generates foreign exchange.

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Coffee is one of the plantation commodities that has an important role in economic activities in Indonesia. Coffee is also one of Indonesia's export commodities which is quite important as a foreign exchange earner in addition to oil and gas [2].

In 2020 coffee production has increased by 1.31% to 762,380 tons where the province of South Sumatra is the largest producer. The export destination countries are the United States, Malaysia, Japan, Egypt, and Germany. As a producer, Indonesia occupies the fourth position while as a consumer Indonesia is in seventh place, and coffee connoisseurs in Indonesia are growing rapidly at 8% for the development of coffee connoisseurs in Indonesia while the development of coffee connoisseurs in the world is only 6% [3]. With the increase in coffee drinkers in Indonesia, the level of sales of coffee grounds will also increase.

During the Covid-19 Pandemic had an impact on changes in activity patterns in society. Previously, various activities could be carried out freely, now they must comply with health protocols. digital payment systems are one of the drivers of digitization in almost all sectors. The digitalization payment system is considered to be the key to driving national economic recovery. This is motivated by the convenience through the use of technology to facilitate community transaction activities that can be carried out anywhere and anytime. Digital payments are also considered to be able to encourage global economic recovery [4].

Micro, Small and Medium Enterprises (MSMEs), especially coffee ground sellers in Indonesia, especially in the city of Tangerang, are currently still affected by the impact of the pandemic. They sell conventionally by opening a kiosk and waiting for buyers to come to buy. Today's society has changed the way of shopping to digitalization due to its convenience and flexibility.

To increase and optimize coffee powder sales, the Coffeepedia website will be designed to facilitate digital transactions and reach buyers, especially the domestic market. The designed system will use the waterfall methodology and the Technology Acceptance Model (TAM) as the testing method. TAM is a concept that uses a behavioral approach (behavioral theory) which is often used in reviewing the process of adopting information technology [5]. TAM has 2 basic characteristics of behavior, namely perceived ease of use and perceived usefulness. These two characteristics are used to measure user attitudes and behavioral intentions.

II. LITERATURE REVIEW

The Covid-19 pandemic that has not subsided has made changes in the way people shop. With the sophistication of technology, people can shop using the internet. The trading process that is carried out via the internet is known as E-Commerce [6]. Refers to the use of the internet and intranets, to buy, sell or trade data, goods or even services. Some people see that the term trade only describes a buyer and seller transaction that is carried out between business partners [7], but in reality this transaction process can be carried out by anyone. The online transaction processes during the pandemic rose quite significantly, based on data from Simon kemp [8] number of people purchasing for consumer goods using the internet in 2021 was 138.1 million customers. The benefits obtained from E-Commerce include increasing employee productivity, expanding sales areas with the opportunity for customers from various regions, product marketing can be done quickly, costs are low and time is more efficient [9].

In similar research by Kurnia and Denny [10], people tend to turn to things that are instant, so that current technological developments greatly affect people's activities. Responding to the growing progress, with website technology, an information system can be designed that can facilitate marketing in a business. Information systems can provide opportunities that can expand the scope of business or career. Especially for entrepreneurs who really need an information system for their business, an e-commerce system is tried to be applied in coffee marketing to develop an existing coffee business..

A system that is designed needs to be tested. TAM is used to measure how much user acceptance. TAM is quantitative, meaning that TAM analyzes data using numbers and draws conclusions based on the results of statistical figures obtained [11]. In a similar study by Muhammad and Prihandoko [12], TAM has 5 main constructs, namely perceived ease of use, perceived usefulness, attitude towards using, behavioral intention to use, and actual system usage. These five variables will be used to measure the level of user acceptance of an application. In similar research by Flourensia et al [13], TAM test indicators will provide information that users affect system acceptance. Tested results can also provide information about user knowledge, benefits, and user interests.

Based on previous research, designing the Coffeepedia E-commerce system for coffee powder sellers, especially in the Tangerang area, will be able to expand market share, increase sales, and make it easier for customers to feel comfortable using the system.

III. FRAMEWORKS

Below is the frameworks:

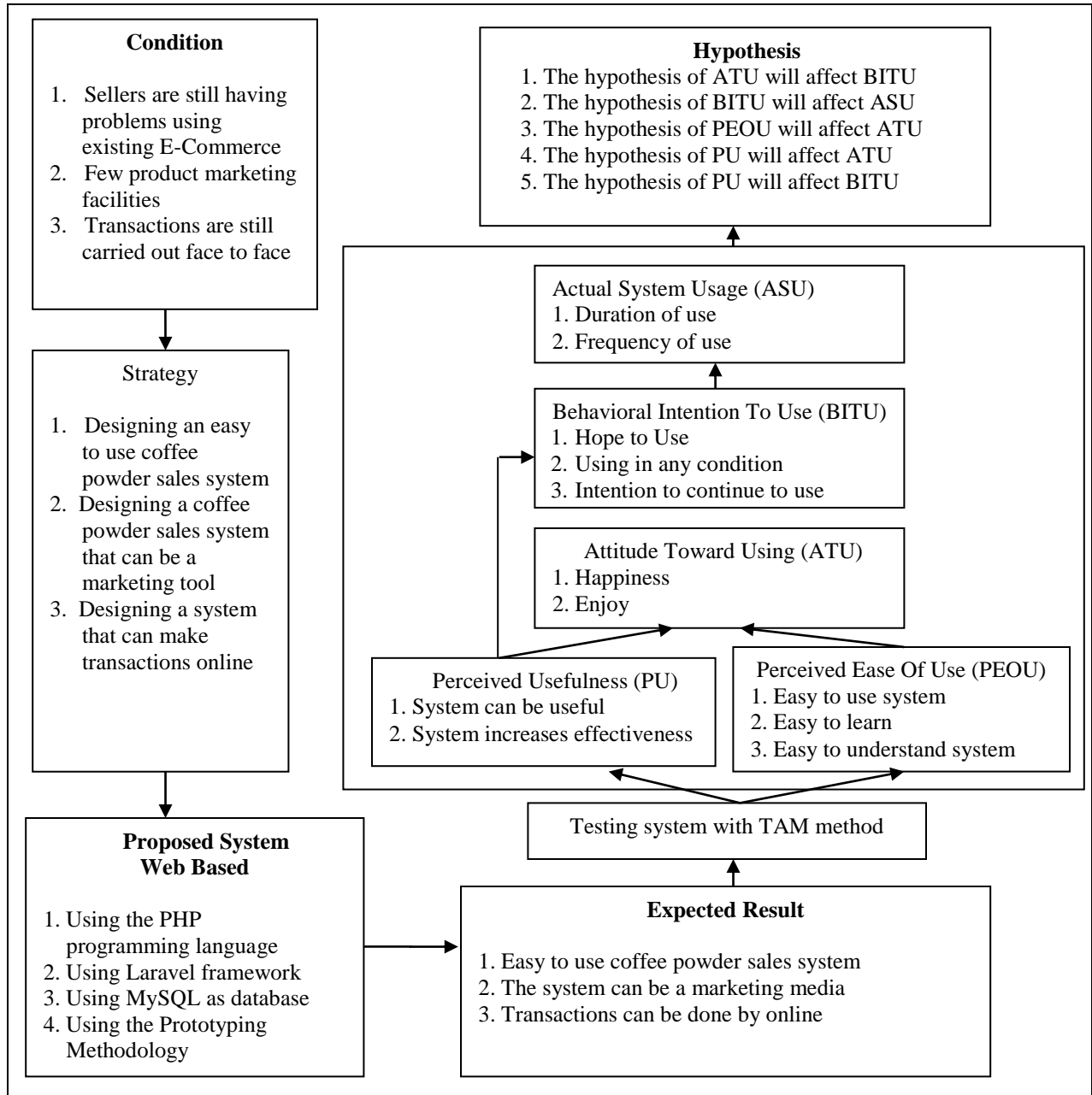


Fig. 1 Framework

The above framework describes the current problems that will be solved by creating a coffee e-commerce system and the system will be tested using TAM assisted by SMART PLS application.

IV. METHODS

The TAM model was first introduced by Davis, TAM is an application and development of Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen [14], TAM is devoted to modeling user acceptance of the system. Here are the TAM Variables used:

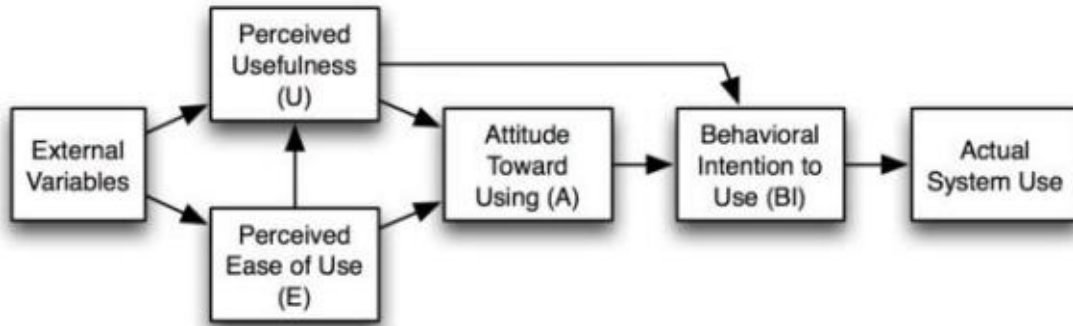


Fig. 1 TAM Variable [13]

In this study used 5 variables which are:

1. Perceived Ease of Use (PEOU) is a measure of how much someone believes that using the system can minimize effort when doing something [15].
2. Perceived Usefulness (PU) is a measure of how much someone believes that using technology is beneficial to the individuals who use it [16].
3. Attitude Toward Using (ATU) is user attitude becomes a measuring tool for the user actual condition in using the application, whether it affects emotions or not, so that conceptually the system can run as it should without disturbing the condition of system users [17].
4. Behavioral Intention to Use (BITU) is the willingness of the user to continue using the application [18].
5. Actual System Usage (ASU) is a condition where the user is satisfied or not with the system, which can be seen from the real conditions in using the system [19].

To measure the 5 variables above, the author uses a questionnaire and has distributed it to 79 respondents, and the questions are as follows:

TABLE 1. QUESTIONNAIRE QUESTION

No	Variable	Question
Q1	PEOU	In my opinion, the Coffeepedia application is easy to use
Q2		In my opinion, the Coffeepedia application is easy to learn
Q3		In my opinion, the Coffeepedia application is easy to understand
Q4	PU	In my opinion, the Coffeepedia application makes it easier for me in the process of buying and selling coffee grounds
Q5		In my opinion, the Coffeepedia application is very useful for me personally
Q6		In my opinion, the Coffeepedia application is very suitable for what I need
Q7	ASU	I can use the Coffeepedia application according to the stages.
Q8		I will use the features in the Coffeepedia application more regularly
Q9		I feel happy with the Coffeepedia application
Q10	ATU	In my opinion, the Coffeepedia application can be used comfortably
Q11	BITU	I will recommend Coffeepedia app to others
Q12		With the Coffeepedia application, I get a lot of information related to coffee
Q13		I will return to using the Coffeepedia application if I want to buy or market coffee grounds

The questionnaire was answered using a Likert scale of 1-5 with the following information [20]:

TABLE. 2 LIKERT SCALE DESCRIPTION

Answer	Value
Strongly agree	5
Agree	4
Enough	3
Disagree	2
Strongly Disagree	1

The stages of TAM testing on the SMART PLS application are as follows [21]:

1. Create path diagram

This stage describing all variables, connecting between variables and loading all indicators according to variables. In this stage it is also used to determine the independent or dependent variables.

2. Evaluation of the Measurement Model (Outer Model)

This stage is divided into 3 levels of measurement that will be carried out including the following [21]:

a. Convergent Validity

The idea of convergent validity is to present the strengths and weaknesses of variables that are related to one variable with another variable. In convergent validity there are 2 things that can be measured, namely:

1) Outer loading

Outer loading is the value generated from each indicator to measure the variable. The outer loading is said to be valid if the result is above 0.7

2) Average Variance Extracted (AVE)

AVE is the value of each variable. AVE can be valid if the result is above 0.5 [22]

b. Discriminant Validity

In this stage, 2 activities will be carried out, as follows [21]:

1) Fornell-Larcker

Fornell-Larcker value of the relationship between the variable itself with other variables. It will be valid if the value of the variable itself is not smaller than the other variables [23].

2) Cross loading criteria

Cross loading is the relationship between indicators and variables. It will be valid if the indicator that measures the correlation variable must be greater than the correlation of the indicator with other indicator variables.

c. Reliability Measurement

Reliability measurement is to test the reliability of the questionnaire questions whether it is effective or appropriate. The results of the reliability measurement can be known using Cronbach's alpha or Composite Reliability values. Cronbach's Alpha will be valid if it has a value above 0.6 [24], And for Composite Reliability is declared valid if it has a value above 0.7 [25].

3. Evaluation of the structural model (Inner Model)

Evaluation of the structural model has 2 stages that will be carried out as follows [21]:

a. R-Square

R-Square is a value that represents how much the independent variable affects the dependent variable. R-Square values of 0.75, 0.5, and 0.25 can be concluded that the model is strong, moderate, and weak [22].

b. Hypothesis Testing

Hypothesis testing was carried out by comparing the t-count value with the t-table at a significance of 0.05. And the p-value must be 0.05 then it can be declared positive.

V. RESULT AND DISCUSSION

The following is a view of the main page of Coffeepedia e-commerce system. We can see what products are sold on the Coffeepedia website before we make a product purchase, it can be seen in figure 3 below:

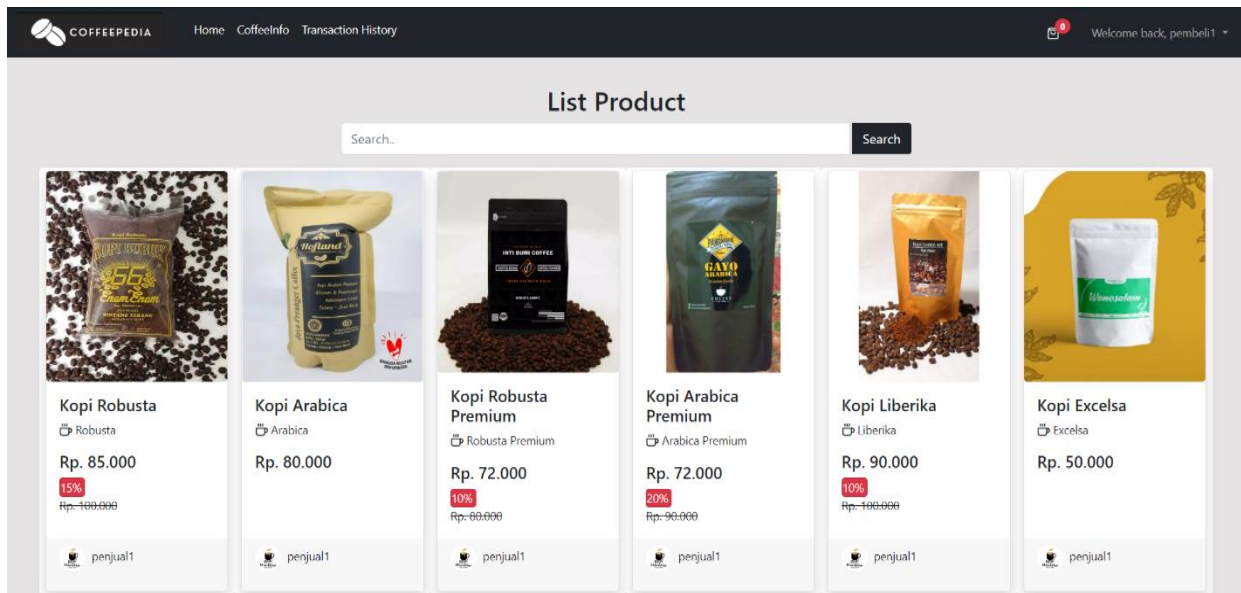


Fig. 2 Home Page

On the Coffeefinfo page, articles about coffee are provided which can enrich knowledge about coffee and its types, this can also be a recommendation for buyers in choosing coffee powder that suits their taste, it can be seen in figure 4 below:

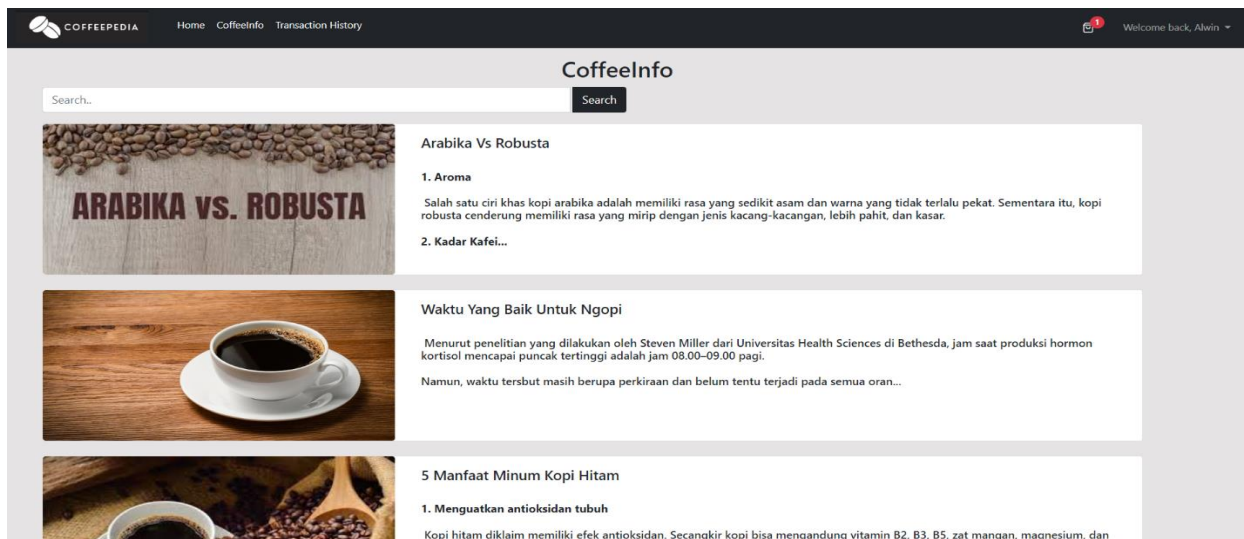


Fig. 3 Coffeefinfo Page

Buyers who are interested in the product can select and enter the number of items they want to buy. Products that appear on the display are based on the amount of stock available. This page will display the pre-selected items to be checked before entering the shipping process. It can be seen in figure 5 below:

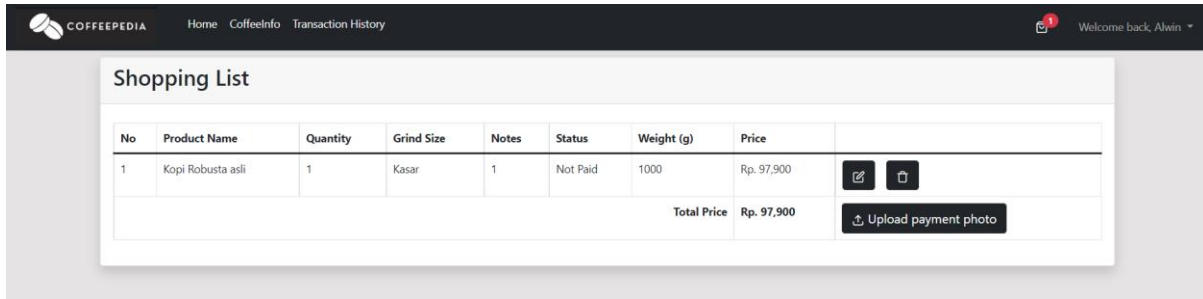


Fig. 4 Shopping List

This page is used to select data delivery destination based on previous registration. The total price to be paid is the calculation of the number of goods multiplied by the number of goods plus shipping costs based on the distance to the location. after the courier is approved, the buyer can make a transaction and later it will be verified by the Coffeepedia admin. it can be seen in figure 6 below:

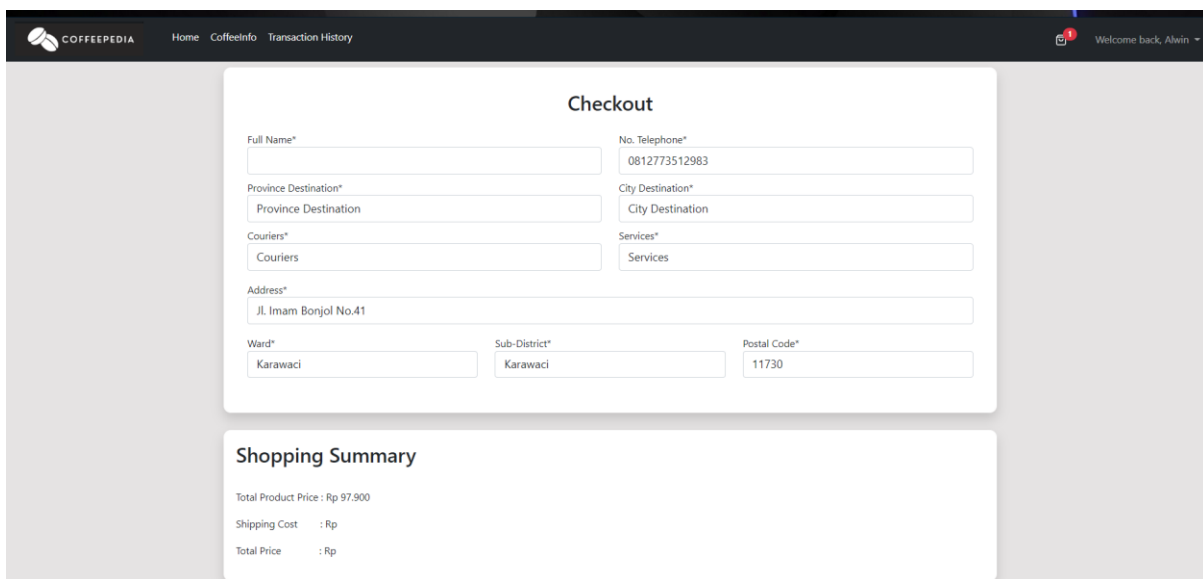


Fig. 5 Checkout

The system that has been designed will be tested by 79 respondents, the data is obtained by filling out the online google form questionnaire, all filling data can be seen in table 3 below:

TABLE. 3 RESPONDENT QUESTIONNAIRE RESULTS

Respondent	Questions												
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13
1	4	4	4	5	5	4	5	4	5	4	4	4	4
2	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	4	4	4	4	3	4	4	5	4	5	4	5
4	5	4	5	4	5	4	4	5	5	5	5	5	4
5	5	4	5	4	4	5	5	5	4	4	4	5	5
6	4	4	4	4	4	4	4	4	4	4	4	4	4
7	5	5	5	5	5	4	4	4	4	5	5	5	5
8	4	4	5	4	4	5	4	5	4	4	5	4	4

9	5	5	5	5	5	4	4	4	5	5	5	5	5
10	5	5	5	5	4	4	4	5	5	4	5	5	5
11	5	5	5	5	4	4	5	4	4	4	4	4	5
12	5	5	5	5	4	4	5	4	5	5	4	4	4
13	4	4	5	4	4	3	4	3	4	4	4	3	4
14	5	5	5	5	5	5	5	5	5	5	5	5	5
15	4	4	4	4	3	3	4	4	4	5	5	5	4
16	4	4	4	4	5	4	4	4	4	5	5	4	4
17	4	4	4	4	4	4	5	4	4	4	4	5	4
18	4	4	4	4	4	4	4	4	4	4	5	5	4
19	4	4	5	5	5	4	4	3	4	4	4	4	4
20	5	5	5	5	5	4	3	3	4	4	4	4	4
21	4	5	4	4	3	4	4	4	5	5	4	4	4
22	4	5	5	4	4	4	4	3	3	5	4	4	4
23	3	4	5	4	4	5	4	4	4	5	4	4	4
24	5	5	5	5	3	3	5	3	5	5	5	5	5
25	4	4	3	5	4	4	4	3	4	4	4	4	4
26	5	5	5	4	3	3	5	4	4	5	4	5	4
27	4	4	4	4	4	4	4	4	4	4	4	4	4
28	5	5	5	4	4	5	4	5	5	4	5	4	5
29	5	5	5	5	5	5	5	5	5	5	5	5	5
30	5	5	5	4	4	4	4	4	4	4	4	4	5
31	4	4	4	3	3	4	4	3	5	4	4	4	4
32	3	4	4	4	3	3	3	4	3	4	4	4	3
33	5	5	4	4	5	5	5	4	5	5	5	3	4
34	4	5	5	3	3	3	5	2	3	4	4	4	3
35	5	5	5	4	2	3	4	2	3	4	3	5	3
36	3	2	1	3	3	3	3	3	3	3	3	3	5
37	3	4	4	4	4	4	4	4	4	4	4	4	4
38	4	4	4	4	4	4	4	5	4	5	5	5	4
39	5	5	5	5	4	4	5	4	4	4	5	5	4
40	4	4	4	3	4	3	5	3	5	4	4	3	5
41	4	4	4	4	4	4	4	4	4	4	4	4	4
42	4	3	3	3	2	3	4	2	4	4	3	4	4
43	5	5	5	5	5	5	5	5	5	5	5	5	5
44	3	3	3	3	3	3	3	3	3	3	3	3	3
45	5	5	5	4	4	5	5	5	5	5	5	4	5
46	3	3	3	4	4	3	3	3	4	4	4	3	4
47	5	5	4	5	5	5	5	5	5	5	5	4	5
48	5	5	5	5	5	5	5	4	5	4	5	5	5
49	3	4	4	4	4	4	4	4	4	4	4	4	4
50	3	4	4	3	3	3	4	2	3	4	4	5	4
51	2	3	3	5	3	3	4	4	3	4	4	2	4
52	4	4	4	4	3	3	4	2	4	4	2	3	2
53	3	4	4	2	2	1	3	2	1	3	1	2	4
54	4	4	4	3	3	2	4	2	2	3	2	2	2
55	5	5	5	5	5	4	4	4	4	4	5	4	5
56	5	5	3	3	3	3	4	2	2	3	2	3	3
57	4	5	5	3	3	3	5	3	4	4	3	4	3
58	2	2	2	3	2	2	3	2	2	3	2	2	2
59	5	5	5	5	5	5	5	5	5	5	5	5	5
60	5	5	4	4	5	5	5	5	5	5	5	5	5
61	4	5	5	4	4	3	5	4	5	4	5	5	4

62	4	4	4	5	3	5	4	4	4	4	3	5	4
63	4	4	3	4	3	4	4	4	3	4	3	4	4
64	5	4	5	4	4	3	4	4	5	4	5	3	3
65	5	5	5	5	5	5	5	5	5	5	5	5	5
66	5	5	5	5	5	5	5	5	5	5	5	5	5
67	5	5	5	4	4	3	4	3	3	4	5	5	5
68	5	5	5	5	5	5	5	4	5	5	5	5	5
69	5	5	5	5	5	5	5	4	5	5	5	5	5
70	5	5	5	5	5	5	5	5	5	5	5	5	5
71	3	4	4	4	3	3	4	3	3	3	3	3	3
72	4	4	5	3	4	4	5	4	5	3	4	3	4
73	4	4	4	4	4	4	5	5	5	4	4	4	5
74	4	4	4	4	5	4	4	4	5	4	5	4	5
75	4	4	3	4	4	4	3	3	4	3	4	4	4
76	1	1	1	1	1	1	1	1	1	1	2	2	1
77	4	4	4	4	4	4	4	4	4	4	4	4	4
78	5	4	4	5	5	4	5	5	4	4	5	5	5
79	4	5	5	5	5	5	5	5	5	5	5	5	5

After getting answers from respondents, the next step is to create a path diagram using the SMART PLS application, it can be seen on figure 7 below:

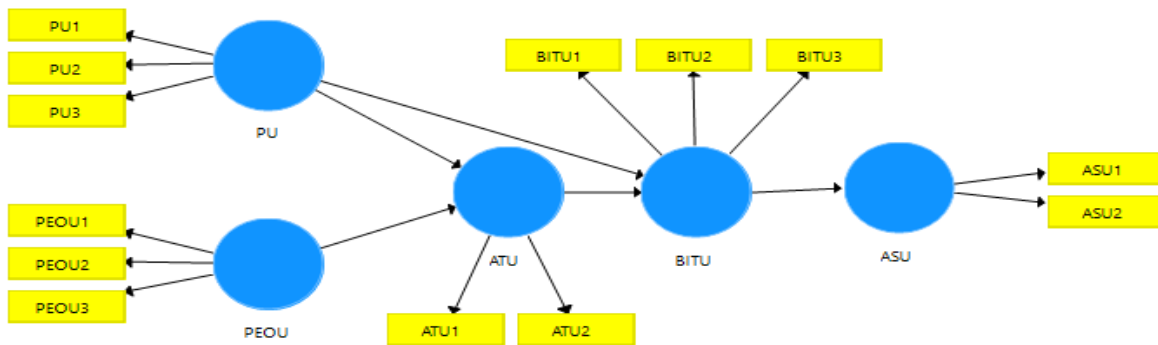


Fig. 6 Path Diagram

In the path diagram above, PEOU and PU are independent variables because these variables affect ATU, BITU, and ASU where the three variables are dependent variables. The next step is to calculate the outer loading:

TABLE. 4 OUTER LOADING RESULT

	ASU	ATU	BITU	PEOU	PU	Result
ASU1	0.855					VALID
ASU2	0.909					VALID
ATU1		0.919				VALID
ATU2		0.916				VALID
BITU1			0.912			VALID
BITU2			0.844			VALID
BITU3			0.878			VALID
PEOU1				0.911		VALID
PEOU2				0.954		VALID
PEOU3				0.908		VALID
PU1					0.883	VALID
PU2					0.916	VALID
PU3					0.905	VALID

Next is to test the Average Variance Extracted (AVE) of each variable. AVE can be valid if the value is above 0.5 this is shown in table 5 below:

TABLE. 5 AVERAGE VARIANCE EXTRACTED

Variable	AVE	Hasil
PEOU	0,855	VALID
ATU	0,842	VALID
PU	0,812	VALID
ASU	0,778	VALID
BITU	0,772	VALID

After testing the convergent validity, the next is the discriminant validity of the first, namely Fornell-Larcker see in table 6 below.

TABLE. 6 FORNELL-LARCKER

Variable	ASU	ATU	BITU	PEOU	PU
ASU	0.882				
ATU	0.814	0.918			
BITU	0.785	0.813	0.878		
PEOU	0.675	0.690	0.677	0.925	
PU	0.802	0.795	0.806	0.667	0.901

Furthermore, testing the cross loading with the condition that it can be valid if the indicator that measures the correlation variable must be greater than the correlation of the indicator with other indicator variables. This is shown in table 7 below:

TABLE. 7 CROSS LOADING

Variable	ASU	ATU	BITU	PEOU	PU	Result
ASU1	0.855	0.714	0.612	0.704	0.605	VALID
ASU2	0.909	0.726	0.761	0.512	0.794	VALID
ATU1	0.780	0.919	0.760	0.592	0.751	VALID
ATU2	0.714	0.916	0.732	0.676	0.708	VALID
BITU1	0.731	0.796	0.912	0.592	0.770	VALID
BITU2	0.618	0.648	0.844	0.653	0.634	VALID
BITU3	0.713	0.689	0.878	0.550	0.712	VALID
PEOU1	0.642	0.653	0.670	0.911	0.656	VALID
PEOU2	0.617	0.638	0.614	0.954	0.613	VALID
PEOU3	0.614	0.624	0.593	0.908	0.578	VALID
PU1	0.666	0.691	0.701	0.620	0.883	VALID
PU2	0.711	0.713	0.745	0.604	0.916	VALID
PU3	0.789	0.745	0.732	0.580	0.905	VALID

Next is construct reliability. In construct reliability there are 2 values that must be checked, namely Cronbach's Alpha and Composite Reliability. See in table 8 below:

TABLE. 8 CONSTRUCT RELIABILITY

Variable	Cronbach's Alpha	Composite Reliability
ASU	0.718	0.875
ATU	0.813	0.914
BITU	0.852	0.910
PEOU	0.915	0.947
PU	0.884	0.928

From the various test results that have been carried out, all the results are declared valid, therefore we can proceed to the next stage, that is the inner model which aims to see and analyze the existing values. In the inner model we have to check the value of R-Square:

TABLE. 9 R-SQUARE

	R-Square	Result
ASU	0.617	61 %
ATU	0.678	67 %
BITU	0.730	73 %

ASU as the dependent variable is influenced by the independent variables (PEOU, and PU) by 61%, then ATU is influenced by the independent variable by 67%, and BITU is influenced by the independent variable by 73%.

The next step is to analyze the hypothesis, but we need to calculate the t-table first with the following formula:

$$\text{degree of freedom} = n - k \quad (1)$$

Where

n : Number of respondents

k : Variable used

The degrees of freedom for 79 respondents and 5 variables are 74 with a significance value of 0.05 so that the result of the t-table is 1.993. The following is the hypothesis table:

TABLE. 10 HYPOTHESIS

	T Statistics (O/STDEV)	T-Table	P Values
ATU > BITU	4.427	1.993	0.000
BITU > ASU	16.511	1.993	0.000
PEOU > ATU	3.130	1.993	0.002
PU > ATU	6.712	1.993	0.000
PU > BITU	4.692	1.993	0.000

From the above hypothesis it can be concluded that:

1. Hypothesis 1: Based on the results above Attention to Use (ATU) on Behavioral Intention to Use (BITU), T-statistics shows greater results than T-Table (4.427 > 1. 993) and P-Values has a value of 0.000 where which means it is still below 0.005. So the results of the ATU are positive and have a significant effect on BITU.
2. Hypothesis 2: Based on the results above, Behavioral Intention to Use (BITU) on Actual System Usage (ASU), T-statistics shows greater results than T-Table (16.511 > 1. 993) and P-Values has a value of 0.000 where which means it is still below 0.005. So the results from BITU are positive and have a significant effect on ASU.
3. Hypothesis 3: Based on the results above, Perceived Ease of Use (PEOU) on Attitude Toward Using (ATU), T-statistics shows greater results than T-Table (3.130 > 1. 993) and P-Values has a value of 0.002 where which means it is still below 0.005. So the result of PEOU is positive and has a significant effect on ATU.
4. Hypothesis 4: Based on the above results of Perceived Usefulness (PU) on Attitude Toward Using (ATU), T-statistics shows greater results than T-Table (6,712 > 1. 993) and P-Values has a value of 0.000 which means still below 0.005. So the result of PU is positive and has a significant effect on ATU.
5. Hypothesis 5: Based on the results above Perceived Usefulness (PU) on Behavioral Intention to Use (BITU), T-statistics show greater results than T-Table (4,692 > 1. 993) and P-Values has a value of 0.000 where which means it's still below 0.005. So the result of PU is positive and has a significant effect on BITU.

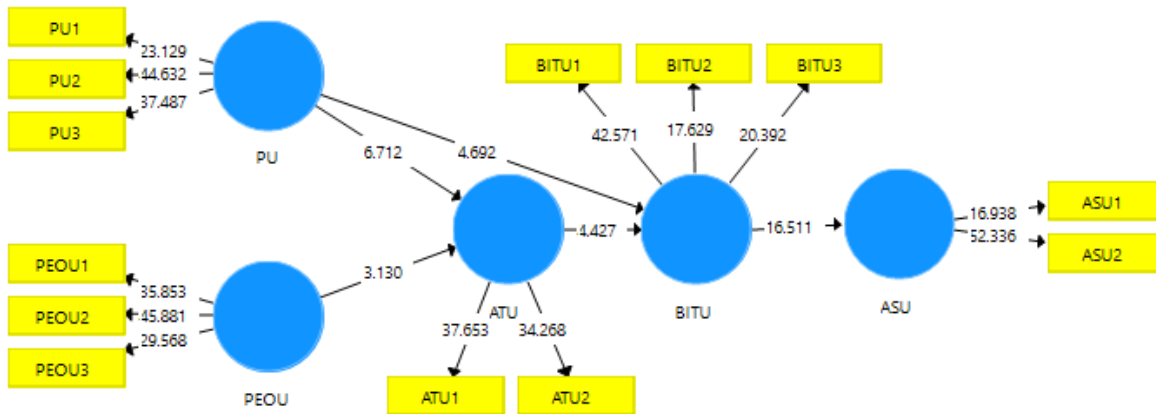


Fig. 7 Inner Model Test Results

The results of the R-Square show that all variables have positive and significant values between Attitude Toward Using (ATU), Behavioral Intention to Use (BITU) and Actual System Usage (ASU), Perceived Ease of Use (PEOU) with Attitude Toward Using (ATU), Perceived Usefulness (PU) with Attitude Toward Using (ATU) and Perceived Usefulness (PU) with Behavioral Intention to Use (BITU).

VI. CONCLUSIONS

From all the testing stages that have been carried out previously, the Coffeepedia e-commerce System is proven that it can provide ease of use. Based on the results of the questionnaire from 79 respondents, 83% of them agreed that Coffeepedia is easy to use, 84% of them agree that Coffeepedia can be a marketing tool, the Coffeepedia system can provide many payment methods, and 82% of them agree that Coffeepedia provides many payment method options. From the results of the TAM test carried out, the following results were found, Perceived Usefulness (PU) affected Attitude Toward Using (ATU) of 6,712, Perceived Usefulness (PU) affected Behavioral Intention to Use (BITU) of 4,692, Attention to Use (ATU) affected Behavioral Intention to Use (BITU) is 4,427, Behavioral Intention to Use (BITU) affects Actual System Usage (ASU) 16,511, Perceived Ease of Use (PEOU) affects Attitude Toward Using (ATU) is 3,130.

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