

The Analysis of Technology Acceptance Model (TAM) on Culinary MSMEs Marketplace in Garut Regency

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ABSTRACT

Objectives: The Objectives of this research are to examine the influence of perceived ease of use on perceived usefulness, the influence of perceived ease of use and perceived usefulness on behavioral intentions, the influence of behavioral intentions on usage behavior, the influence of subjective norms, and output quality. Demonstration Results of Perceptions of Usefulness and the Influence of Perceptions of Enjoyment on the Ease of Use of GoFood Marketplace among Culinary MSME Entrepreneurs in Garut Regency.

Methodology: This research uses a quantitative approach and a survey method, which involves distributing a questionnaire to GoFood partner MSMEs in the Garut Regency. The collected data will then be analyzed using AMOS 27 software. The study focuses on Culinary MSMEs partnered with GoFood, or "merchants." A total of 275 respondents were sampled using a probability sampling technique called simple random sampling. The data collected in the research was taken from MSME actors who have used the Go Food Application platform in the Garut Regency.

Finding: The results of this study indicate that (1) Perceived ease of use has an effect on perceived usefulness, (2) Perceived ease of use has no effect on behavioral intention, (3) Perceived usefulness has an effect on behavioral intention, (4) Behavioral intention has an effect on use behavior, (5) Subjective norms affect perceived usefulness, (6) Job relevance has an effect on perceived usefulness, (7) Output Quality has no effect on perceived usefulness, (8) Result of Demonstration has no effect on perceived usefulness, and (9) Perceived Enjoyment has an effect on perceived ease of use. This explains that technology is strategic in increasing understanding of adopting technology which has an impact on business performance.

Conclusion: Based on the study results, MSMEs in the Garut district have adopted the use and utilization of application features on GoFood in their business processes.

Keywords: TAM, MSMEs, GoFood

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INTRODUCTION

The world is experiencing rapid technological advancements, one of which is the widespread use of the Internet. A survey revealed that by 2022, the number of internet users worldwide will reach 4.95 billion, approximately 62.57% of the total world population of 7.91 billion people. This implies that a significant number of people around the world rely on the Internet in their daily lives (Kemp, 2022). There are currently 210,026,769 internet users in Indonesia, accounting for 77.02% of the country's total population (AISU, 2022).

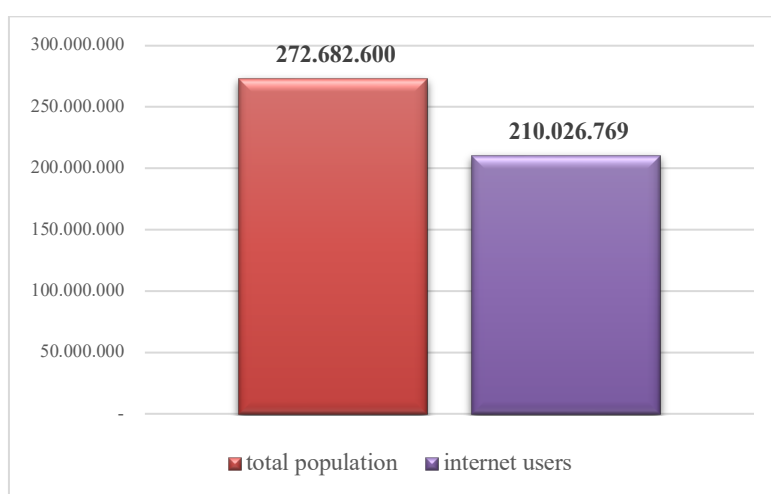


Figure 1. The number of Internet Users and Total Population in Indonesia
Source: (AISU, 2022)

Based on Figure 1, it is clear that internet usage in Indonesia is substantial. The functions of the Internet are varied, including online buying and selling (AISU, 2022). The impact of COVID-19 has changed consumer behavior, making it more common for people to use the Internet for activities like buying and selling. This fact is closely linked to the pandemic's effects (Putra, 2023). This situation creates an open market for business players, including MSMEs (Hamdani et al., 2022).

Using the Internet to support business operations is a concept that has been introduced previously. Previous studies have demonstrated the benefits of utilizing Internet technology, with some indicating that it can enhance business activities (Hamdani et al., 2022). However, some individuals argue that businesses should assess their internal readiness before implementing internet use (Rachmawati et al., 2020).

Marketplaces have become a popular means of connecting sellers and buyers. They provide a platform for sales transactions (Sitohang, 2020). The concept applied to this marketplace combines market economic aspects with technology (Oktavia et al., 2021). One of the most recognized marketplaces today as a link between MSMEs in Indonesia and customers is GoFood (Dihni, 2022).

Traders have noted the benefits of using marketplaces based on previous research. These benefits include faster and more accessible services for customers (Hamdani, Mutmainah, et al., 2022), the creation of new markets, improved competitive position, reduced operational

costs, improved image, reduced administrative costs, fulfillment of customer service requests, and reduced labor (Ma'rifah et al., 2022). In addition, it is believed that using the marketplace can increase profits (Fauza et al., 2021), improve company performance and increase business competitiveness (Ma'rifah et al., 2022), can help integrate business processes more quickly (Tijan et al., 2019; Adha, 2020; Marlapa, E., 2020; Arief, H., 2022), helps business processes to run effectively (Prastika et al., 2022), can increase the level of product sales at MSMEs (Nurdiana & Fajar, 2021), and most importantly, is used as a media for marketing and sales (Hamdani et al., 2022).

However, some business owners disagree that using online media, such as online marketplace, positively affects their business. It is essential to carefully consider the use of technology in the business sector, especially for MSMEs (Rachmawati et al., 2020). Factors such as facilities, infrastructure, and the readiness of human resources must be taken into account. Some studies suggest that online media for business operations may yield fewer benefits than traditional offline methods (Fauziah & Nugraha, 2020) and can potentially bring obstacles (Feni, 2022). As a business partner of a third-party-owned general marketplace, it is required that businesses adhere to the policies set by the marketplace developer (Hamdani, Ridwan, et al., 2022). Recently, one of the prominent startups in Indonesia, namely GoJek, which has a GoFood marketplace product, issued a new policy regarding commission sharing with GoFood partners, which is 20% + IDR 1000 per transaction (Gunawan, 2022). This new policy is burdensome for MSMEs who are partners of GoFood itself (Feni, 2022), and some even plan to stop adopting the marketplace in their business operations (Busrhan, 2022).

The government focuses on the MSME sector and has utilized the Ministry of Cooperatives and MSMEs to promote digitalization among businesses. However, technology adoption among MSMEs still needs to improve, with only 20.24 million businesses, or 31.1% of the total 64 million Indonesian MSMEs, currently using digital technology (Sulistiyono, 2022). In each regency, several efforts have been made to invite MSMEs to adopt this technology, such as the UMKM Go Digital program (RFAMA, 2021), socialization and training on digital blockchain technology (Purnama, 2021), digital business training programs (Purnama, 2022).

SMEs are a sector that is being paid attention to by the government with breakthroughs being made through the Ministry of Cooperatives and MSMEs to increase the level of MSMEs by digitalizing business. However, the result is that MSMEs that use technology in their business are still small, namely only 20.24 million MSMEs that have adopted digital technology or only 31.1% of the total number of Indonesian MSMEs, namely 64 million units (Sulistiyono, 2022). In the district itself, several efforts have been made to encourage MSMEs to adopt this technology, such as the MSME Go Digital program (Bpkad, 2021), socialization and training on blockchain digital technology, the district-level digital business training program (Purnama, 2022).

The research gap that occurs in the acceptance of marketplaces, especially GoFood, is an urgency in this research, the discrepancy between theory and reality that is currently happening requires a review to confirm how GoFood acceptance is for SMEs (Theoretical gap). If reviewed further, this could have an impact on the ineffectiveness of government programs that seek to digitalize MSMEs and also impact the performance of MSMEs themselves.

This research highlights the urgent need to address the contradictions in accepting marketplaces, particularly GoFood. The current discrepancy between theory and reality must be reviewed to determine how GoFood is being utilized by MSMEs. Such a review could affect the effectiveness of government programs aimed at digitizing MSMEs as well as the performance of the MSMEs themselves.

LITERATURE REVIEW

Technology Acceptance Model (TAM)

Davis created the Technology Acceptance Model (TAM) in 1989 to model the level of acceptance of technology by users. The purpose of TAM theory is to explain the factors that affect the level of acceptance of technology and how users act toward the technology (Arimbawa et al., 2017). Davis has elaborated on the TAM conceptual model by describing how one's level of interest and acceptance of a system can impact the results (Hamdani & Hadiana, 2022). TAM is a widely accepted framework for analyzing practical use behavior adopted by users of new technologies (Ilmi et al., 2020). As seen in the following Figure, TAM has now entered its third version of development, which was created by (Venkatesh & Bala, 2008):

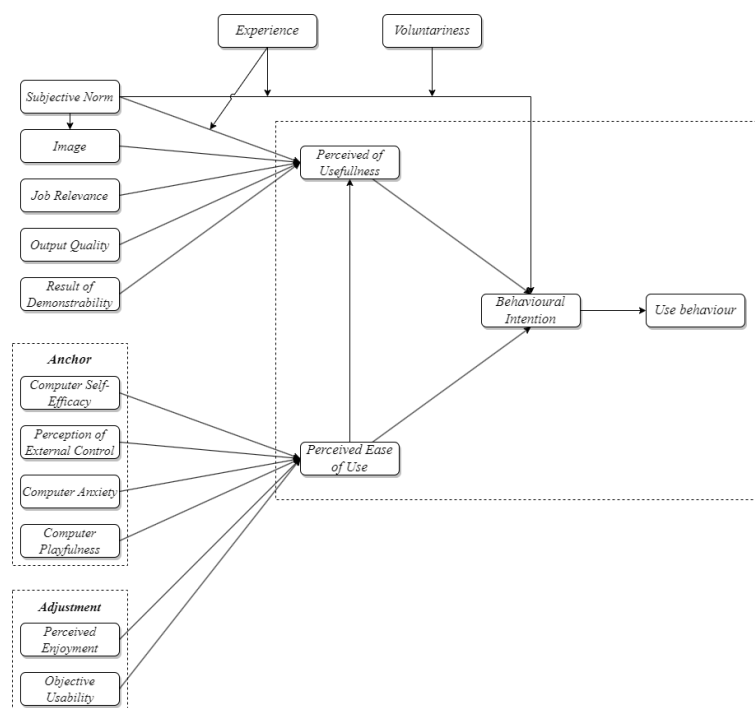


Figure 2. Model TAM 3
 Source: (Venkatesh & Bala, 2008)

The explanation of each TAM 3 element is as follows:

a. Subjective Norm

When someone considers the opinions of those who matter to them regarding their behavior, this is called a subjective norm. It can also be defined as a thought or belief that

- motivates someone to do or avoid something. Subjective norms involve personal beliefs about others' expectations or wishes for their actions. This means that subjective norms consider social influences on a person's behavior, which can affect how someone behaves based on the opinions or expectations of their surroundings (Amilia & Sari, 2019).
- b. Experience
Individuals can interpret the experience as the events or incidents they have encountered. The more they access a platform, the more experience they accumulate and the more they can understand the criteria for a reliable platform. Experience is a significant factor in determining subjective norms when evaluating the perceived usefulness of technology. It also directly impacts an individual's behavioral intention toward the system (Sukma et al., 2018).
 - c. Voluntariness
Voluntariness or the level of voluntarism can also influence subjective norms in determining behavioral intentions (Sukma et al., 2018).
 - d. Image
Image is how information technology can elevate one's social status. This image can influence the perceived utility of the information system or technology, and subjective standards can control its level (Sukma et al., 2018).
 - e. Job Relevance
Job relevance means that individuals have different perceptions of the results they expect from technology because of the diverse nature of their jobs. They are also exposed to external information, which can influence them in choosing the technology they need (Alambaigi & Ahangari, 2015). This component relates to people's perceptions of the extent to which technology is considered essential or appropriate in their work (Sukma et al., 2018).
 - f. Output Quality
This concept refers to people's confidence in the system they use to generate favorable and beneficial results in their actions (Sukma et al., 2018).
 - g. Result of Demonstrability
This section pertains to outcomes that can be objectively measured through information technology (Sukma et al., 2018).
 - h. Computer Self-Efficacy
This element reflects the level of individual confidence in the reliability of computers in completing specific jobs (Sukma et al., 2018).
 - i. Perception of External Control
This section indicates the individual's confidence level in the infrastructure or other components that facilitate using the information system (Sukma et al., 2018).
 - j. Computer Anxiety
Computer anxiety is a psychological condition where individuals experience fear or reluctance to use a computer due to a belief that they may be unable to use it properly (Sukma et al., 2018).
 - k. Computer Playfulness
This element relates to individual spontaneity in dealing with computers (Sukma et al., 2018).
 - l. Perceived Enjoyment

The extent to which individuals derive satisfaction from information systems usage cannot be entirely attributed to their proficiency in operating such systems. (Sukma et al., 2018).

m. Objective Usability

This component measures an information system's effort to complete a specific task. It is considered to be more objective than subjective. (Sukma et al., 2018).

n. Perceived Ease of Use

Individuals consider a system convenient when it can be used quickly and effortlessly. The system should align with the user's desires and goals to achieve perceived ease of use. Perceived ease of use is measured by indicators such as ease of learning, ease of use, clarity, and skill development. It reflects how easy it is for a person to use technology without excessive effort. Perceived ease of use is the perception of the decision-making process involved in using information systems. The more convenient and effortless a person perceives information technology to be, the more likely they are to accept and use it. (Amilia Esthiningrum & Sari, 2019).

Perceived ease of use refers to an individual's perspective on a system they consider uncomplicated. (Sukma et al., 2018).

o. Behavioral Intention

Behavioral intention refers to a person's intention to either perform or abstain from specific actions in the future (Sukma et al., 2018; Wardhani & Chen, 2021).

p. Perceived of Usefulness

The term "perceived usefulness" refers to an individual's belief that using a specific application will make their work easier. This convenience can result in physical and non-physical benefits, such as completing tasks more effectively and efficiently and producing impressive results compared to not using the technology. The perception of usefulness reflects a person's belief that employing a particular system can boost efficiency and effectiveness in daily life. Using helpful information technology will support individuals in completing their tasks and work. (Amilia Esthiningrum & Sari, 2019).

Perceived usefulness describes a person's belief that information systems can improve work performance (Sukma et al., 2018).

q. Use Behavior

Use behavior is humans' actual action when using an information system (Sukma et al., 2018; Yuwanda et al., 2023).

Marketplace

Marketplace is an internet-based online platform facilitating transactions between buyers and sellers in business activities. The marketplace enables buyers to connect with suppliers who meet their specific requirements, allowing them to purchase products or services at competitive prices. Similarly, suppliers or sellers can locate customers seeking their products or services (Nisa et al., 2022).

GoFood

PT Gojek Indonesia manages Go-Food, an application-based food delivery service and marketplace in Indonesia. The service was launched in Jakarta in 2015 and has since expanded to other cities as part of Go-Jek's growth (Widodo, 2019).

Go-Food is a food delivery service provided by Go-Jek in Indonesia. It is a promotional initiative to showcase the culinary options offered by Go-Food partners, who are either distributors or food producers working with the platform. (Almariah et al., 2019).

Entrepreneurial Attitude

Having an entrepreneurial attitude means being equipped to embrace entrepreneurial traits, which encompasses one's capacity to consistently exhibit qualities such as self-assurance, goal-orientedness, risk-taking and resilience, leadership skills, innovation, and future-orientedness. The entrepreneurial mindset also encompasses an individual's entrepreneurial spirit, behavior, and ability to manage a venture or undertaking that aims to create, innovate, and introduce new modes of operation, technology, and goods to enhance efficiency and deliver superior services or advantages (Sihombing, L et al., 2019; Isma et al., 2023; Saratian, E. T. P et al., 2023).

An entrepreneurial attitude refers to a person's personality traits reflected in their physical actions and mental responses towards entrepreneurial aspects. This includes their behavior, perspectives, and mindset toward handling the various business challenges, such as facing worries, challenges, trials, criticism, recommendations, pressures, and obstacles. All these are examples of entrepreneurial attitudes (Muharam, 2019).

From the description above, it can be interpreted that an entrepreneurial attitude is a person's willingness to respond to the personality description of an entrepreneur, which includes self-confidence, orientation to tasks and results, readiness to take risks and face challenges, leadership, creativity, and focus on the future.

Theoretical Framework and Hypothesis

In this study, the research model refers to TAM 3 with some adjustments for the variables used. Exogenous variables used in this study include Subjective Norm, Job Relevance, Output Quality, Result of Demonstration, and Perceived Enjoyment (Hamdani & Hadiana, 2022; Utama, 2018). While for endogenous variables, this study uses the original version of TAM 3 (Venkatesh & Bala, 2008). The research model used is as follows:

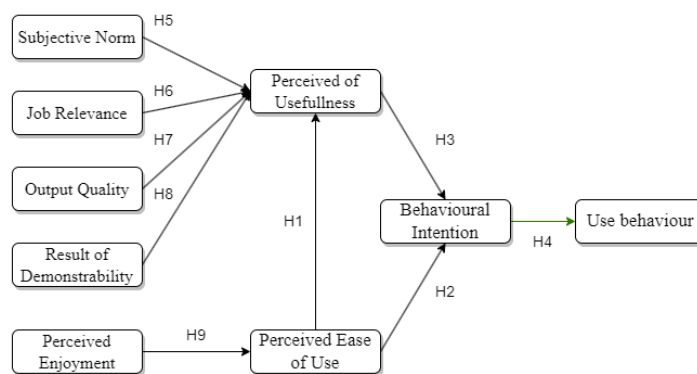


Figure 3. Research Model
Source: Researchers

Based on the research model, the hypotheses in this study are:

- H1 : Perceived ease of use influences perceived of usefulness
- H2 : Perceived ease of use influences behavioral intention

- H3 : Perceived of usefulness influences behavioral intention
- H4 : Behavioral intention influences the use of behavior
- H5 : Subjective norm influences perceived of usefulness
- H6 : Job relevance influences perceived of usefulness
- H7 : Output quality influences perceived of usefulness
- H8 : The result of demonstrability influences the perceived of usefulness
- H9 : Perceived enjoyment influences perceived ease of use

METHOD

Research Design

In this study, a quantitative approach is employed. This scientific method involves numerical data or numbers that can be analyzed through mathematical or statistical calculations (Sekaran & Bougie, 2016). The strategy used is a survey using a Likert scale questionnaire. This type of research is included in the explanatory research type, namely investigating a problem using theory.

Population and Sample

This study focuses on entrepreneurs (owners) or people managing Culinary MSMEs in Garut Regency who have utilized GoFood as a business tool. Specifically, the study examines those who have registered their business on the GoFood platform. This population was chosen based on the study's criteria centered on the culinary industry. The Isaac and Michael tables determine the sample size for undefined populations where the quantitative data is unknown.

Tabel 1. Table Isaac dan Michael

N	Error tolerance		
	1%	5%	10%
10	10	10	10
100	87	78	73
1.000	399	258	213
10.000	622	336	263
100.000	659	347	270
1.000.000	663	348	271
∞	664	347	272

Source (Hashim, 2010)

To use Isaac and Michael's formula, the first step is to determine the error tolerance limit. This error tolerance limit is expressed as a percentage. The smaller the error tolerance, the more accurately the sample describes the population (Hashim, 2010). This research uses a tolerance limit with an error tolerance limit of 10% (0.1), meaning it has an accuracy level of 90%. Because the population is more than 1000000, the minimum number of respondents used as samples in research whose population is not known with certainty is 272 respondents for a margin of error of 10%. Therefore, the minimum sample used in this study was 272 respondents consisting of business owners (owners) or people responsible for managing a Culinary MSME business in Garut Regency.

Data Collection Techniques and Instrument Development

The Probability Sampling technique, precisely the Simple Random Sampling type, is used for data collection. This technique ensures that each data point has an equal chance of being selected and meets the necessary criteria (Sekaran & Bougie, 2016). The data used in this research were obtained through a survey questionnaire consisting of written questions that respondents filled out to provide primary data. (Ahyar, 2020). After gathering the data, it is transformed into interval data. This type of scale enables mathematical calculations to be conducted on the information provided by the participants. Additionally, it can measure the gap between two points on a fixed scale (Hamid & Anwar, 2019). In making research instrument items, operational variables are:

Table 2. Operasional Variabel

Variable	Code	Indicator
Perceived Ease of Use	PEU1	Ease of Use
	PEU2	Ease to understandable
Perceived Usefulness	POU1	Responding to the needs of the purposes
	POU2	Effectiveness on my job
	POU3	Accomplish tasks more quickly.
Behavioral Intention	BI1	Motivation for permanent use
	BI2	Have a plan for using it in the future
	BI3	Motivation for another
Use Behavior	UB1	Access for a Long Time
Subjective Norm	SN1	The influence of other people that have to use it
	SN2	The influence of other workers that have to use it
Job Relevance	JB1	Important in the job (JB1)
	JB2	Relevance in the job (JB2)
Result of Demonstrability	RD1	The results of the use are visible
	RD2	Ease to explain why using the system can give a profit or not.
Output Quality	OQ1	The output of quality is very high
	OQ2	The absence of problems in the output
Perceived Enjoyment	PE1	Enjoy using
	PE2	Ease to access

Source: Researchers

To ensure the accuracy of the data analysis, it is essential to conduct instrument testing before data processing. The validity and reliability of the instrument are determined through the Pearson Product Moment validity test, with a minimum threshold of 0.3, and the Cronbach Alpha reliability test, with a minimum value of 0.6. In this study, the instrument has been deemed both valid and reliable based on the results of these tests.

Validity and Reliability

The results of the validity test showed that the Corrected Item-Total Correlation (rcount) value for each statement item is $> r$ table (0.0994), so it can be concluded that the questionnaire data distributed to respondents is declared valid and suitable to be used as a measuring tool for further analysis.

Based on calculations showing the results of reliability testing, it is known that the research instrument has met the reliability requirements because the Cronbach's Alpha value is above 0.6, namely 0.903 from 20 items. Therefore, it can be concluded that the question items can be used as instruments for the next research stage

Data Analysis Techniques

The SEM AMOS (Structural Equation Modeling Analysis of Moment Structures) approach was used to analyze the data in this study. SEM models are second-generation multivariate analytical tools, enabling researchers to investigate complex recursive and non-recursive interactions between variables. Researchers can receive a full view of the entire research model using the AMOS SEM approach, making it possible to test hypotheses and understand the interactions between variables in more in-depth (Haryono, 2016).

The structural analysis process in this study used the AMOS software. The research instrument has passed the previous validity and reliability tests. Furthermore, the data that has been tested will be processed using the AMOS application.

RESULTS AND DISCUSSION

Results

Respondent Profile

The research conducted yielded the following results regarding the respondents' profile: (1) Women dominate the respondents in this study with a percentage of 50.9%, while men make up 49.1%; (2) The respondents come from 13 out of 42 sub-districts in Garut Regency, accounting for only 30.95% of the total sub-districts. The 13 sub-districts are Garut Kota District, Tarogong Kidul District, Tarogong Kaler District, Banyuresmi, Leles District, Kadungora District, Karangpawitan District, Wanaraja District, Cilawu District, Cibatu District, Sucinaraja District, Limbangan District, and Samarang District; (3) The majority of respondents started their business in the 2018-2023 period.

Structural Equation Modeling (SEM)

The initial model of this study was declared unfit when testing the GOF. Thus, a modification was made taking into account the MI value, and the model was obtained as follows:

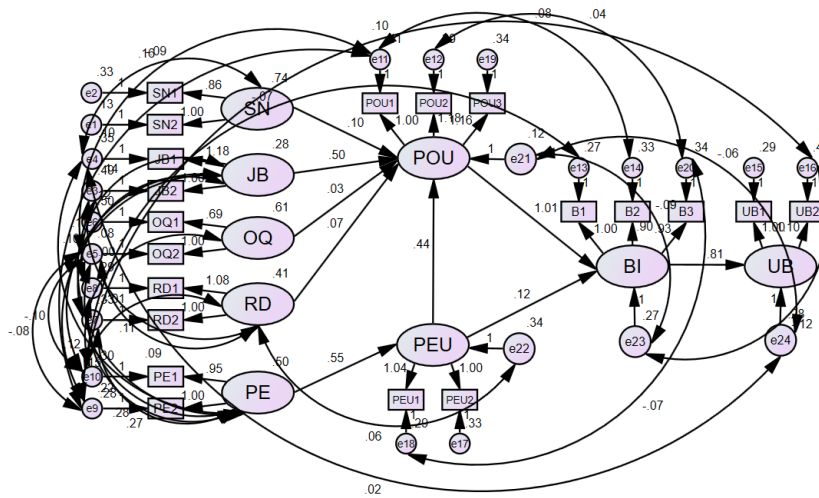


Figure 4. SEM Model
Source: Researchers

Goodness of Fit (GoF)

Table 3. The goodness of Fit Test

Indicator Fit	Recommended Value	Model Evaluation	Research Result	Note
Absolute Fit				
Probability	$P > 0,05$	Insignificant	0,000	Not Fit
Normed Chi-Square (χ^2/df)	$2 < \chi^2/df < 5$	Over Fitting Good Fit	2,182	Good Fit
RMSEA	$< 0,08$	Good Fit	0,066	Good Fit
GFI	$> 0,90$	Good Fit	0,905	Good Fit
AGFI	$> 0,90$	Good Fit	0,851	Not Fit
Comparative Fit				
NFI	0,90	Good Fit	0,891	Marginal Fit
Index (TLI)	0,90	Good Fit	0,910	Marginal Fit
CFI	0,90	Good Fit	0,937	Marginal Fit
Parsimonious Fit				
PNFI	0-1	Higher Better	0,624	Good Fit
PGFI	0-1	Higher Better	0,573	Good Fit

Source: Researchers

The use of 4-5 Goodness of Fit that meets the requirements is sufficient to assess the feasibility of a model (Junaidi, 2021). Based on the model fit test results, most Goodness of Fit gave fit results. Thus, this research model is suitable or fits the needs.

Evaluation of measurement models or Confirmatory Factor Analysis (CFA)

The CFA process tests the validity and reliability of the indicators used to measure latent variables. Evaluation of the validity of the indicators is shown by the value of the loading factor (LF), which describes how well the indicator measures latent variables. The loading factor value

that is considered valid is ≥ 0.7 , but if the loading factor value is still above 0.5, the indicator can still be used in research. Reliability evaluation is carried out through Construct Reliability (CR) and Variance Extracted (VE) measurements. A variable is considered reliable if the CR value is > 0.70 and the CR value is ≥ 0.50 (Haryono, 2016).

The resulting loading factor (λ) value will be used to calculate the composite reliability coefficient, CR, and AVE with the formula below:

$$CR = \frac{\left(\sum_{i=1}^n \lambda_i\right)^2}{\left(\sum_{i=1}^n \lambda_i\right)^2 + \sum_{i=1}^n \varepsilon_i}$$

$$AVE = \frac{\sum_{i=1}^n \lambda_i^2}{n}$$

The results show that all indicators have good construct validity, and most variables have good construct reliability. The results of the loading factor, CR, and AVE of each indicator and variable in the research model follow.

Table 4. Validity and Construct Reliability

Variable	AVE	Category	CR	Category
Perceived Ease of Use (PEU)	0,627	Valid	0,770	Reliable
Perceived of Usefulness (POU)	0,519	Valid	0,763	Reliable
Behavior Intention (BI)	0,563	Valid	0,794	Reliable
Use Behavior (UB)	0,684	Valid	0,812	Reliable
Subjective Norm (SN)	0,736	Valid	0,847	Reliable
Job Relevance (JB)	0,546	Valid	0,706	Reliable
Result of Demonstrability (RD)	0,587	Valid	0,740	Reliable
Output Quality (OQ)	0,623	Valid	0,760	Reliable
Perceived of Enjoyment (PE)	0,645	Valid	0,784	Reliable

Source: Researchers

Hypothesis Testing

After processing the data using the SEM method with IBM SPSS Amos 27 software, the results are as follows:

Table 5. Results of Influence Hypothesis Testing

			Estimate	S.E.	C.R.	P	Label
PEU	<---	PE	.556	.083	6.620	***	par_16
POU	<---	SN	.152	.035	2.772	.006	par_12
POU	<---	JB	.485	.095	5.295	***	par_13
POU	<---	OQ	.050	.049	.718	.473	par_14
POU	<---	RD	.086	.059	1.252	.211	par_15
POU	<---	PEU	.570	.067	6.606	***	par_17
BI	<---	PEU	.128	.096	1.283	.199	par_19

BI	<---	POU	.823	.175	5.804	***	par_20
UB	<---	BI	.789	.100	8.105	***	par_18

Source: AMOS Processing Data

The table indicates the following findings:

1. Perceived ease of use affects perceived usefulness
2. Perceived ease of use does not affect behavioral intention
3. Perceived usefulness influences behavioral intention
4. Behavioral intention influences the use of behavior
5. Subjective norms affect perceived usefulness
6. Job relevance affects perceived usefulness
7. Output quality does not affect perceived usefulness
8. The result of demonstrability does not affect the perceived usefulness
9. Perceived enjoyment affects perceived ease of use

Discussion

The Influence of Perceived Ease of Use on Perceived Usefulness

H0: $\beta_1 = 0$; Perceived ease of use does not influence perceived of usefulness;

H1: $\beta_1 \neq 0$; Perceived ease of use influences perceived of usefulness.

The results of the equation obtained are as follows:

Perceived of Usefulness = $0,570 * \text{Perceived Ease of Use}$, S.E = 0,067, C.R = 6,606

Based on the provided equation, we can conclude that the exogenous latent variable "perceived ease of use" (η_1) has a coefficient of 0.570 on the endogenous latent variable "perceived usefulness" (η_2). This indicates a positive or unidirectional effect. The positive impact means that the higher the perceived ease of use for GoFood for GoFood partner MSMEs in the Garut Regency, the higher the perceived usefulness for GoFood partner MSMEs in the Garut Regency. The t-count value of 6.606 is greater than the specified critical limit ± 1.96 , so H0 is rejected, which means that perceived ease of use affects perceived usefulness. According to the study, GoFood partner MSMEs in Garut Regency will benefit from using the platform if it is user-friendly.

Based on calculations, the perceived ease of use significantly impacts the perceived usefulness, contributing 32.5%. Other factors influence the remaining 67.5%. This result supports the theory that using a product or technology that is easy to operate can result in physical and non-physical benefits, such as completing tasks quickly and satisfactorily. This research suggests that MSME owners can benefit from GoFood by doing marketing and sales with minimal effort.

This study's results support previous studies, which state that perceived ease of use affects perceived usefulness. Among them are (Sukma et al., 2018), (Natasia et al., 2021), (Lestari, 2020), (Hamdani & Hadiana, 2022), and (Sujatmiko & Prisma, 2022). This indicates that in terms of technology acceptance, the level of usefulness of technology can be influenced by the ease of use of the technology.

The Influence of Perceived Ease of Use on Behavioral Intention

H0: $\beta_1 = 0$; Perceived ease of use does not influence behavioral intention;

H1: $\beta_1 \neq 0$; Perceived ease of use influences behavioral intention;

The results of the equation obtained are as follows:

Behavioral Intention = 0,128*Perceived Ease of Use, S.E = 0,096, C.R = 1,283

From the equation above, it can be seen that the coefficient of the exogenous latent variable perceived ease of use (η_1) on the endogenous latent variable behavioral intention (η_3) is 0.128, indicating a positive or unidirectional effect. The positive impact means that the higher the perceived ease of use of using GoFood for GoFood partner MSMEs in Garut Regency, the higher the behavioral intention of Culinary MSMEs in Garut Regency in planning or wanting to use GoFood in their business processes or activities. The t-count value of 1.283 is smaller than the specified critical limit ± 1.96 , so H0 is accepted, which means that perceived ease of use does not affect behavioral intention. Therefore, it can be concluded that in this study, behavioral intention on plans or decisions to use GoFood as a tool for business is not influenced by perceived ease of use in operating the GoFood platform.

The magnitude of the influence of perceived ease of use on behavioral intention was obtained at 0.016 (0.128 x 0.128). This shows that the contribution or influence of perceived ease of use on behavioral intention is 1.6%, and other factors influence the remaining 98.4%.

The results of this study are the same as the results of previous studies conducted (Sugesti, 2020), (Alassafi, 2022), and (Amilia Esthiningrum & Sari, 2019), which state that Perceived Ease of Use does not affect Behavior Intention. This means that the level of ease does not influence interest in using technology in using the technology itself.

The cause of the level of ease does not affect behavioral intention (behavior intention) can vary depending on the particular context. However, some general factors that can cause the ease level to affect behavioral intentions are (1) Psychological Factors: Some people may have strong habits or preferences that are difficult to change despite a high level of ease. For example, someone may prefer a particular brand or product without considering convenience. (2) Perceived Value Factor: A person may feel that the benefits expected from the behavior are not worth the effort required, even though the level of convenience is high. They may feel that the value or benefits they gain are insignificant, so they do not intend to perform the behavior. (3) Social Influence Factors: Influence from the people around us can also affect behavioral intentions. Even if the degree of convenience is high, a person may be reluctant to engage in it if the social environment does not support or oppose the behavior. (4) Physical Environmental Factors: There are situations where the level of ease does not affect behavioral intentions due to unfavorable physical environmental factors. For example, a user has adequate tools to carry out marketing through GoFood (5) Distrust or Uncertainty Factor: When a person does not believe in the information or is unsure about the effectiveness or safety of certain behaviors, a high level of convenience may not be sufficient to influence their behavioral intentions (Khakim, 2011).

The Influence of Perceived of Usefulness on Behavioral Intention

H0: $\beta_2 = 0$; Perceived of usefulness does not influence behavioral intention;

H1: $\beta_2 \neq 0$; Perceived of usefulness influences behavioral intention.

The results of the equation obtained are as follows:

Behavioral Intention = 0,823*Perceived of Usefulness, S.E = 0,175, C.R = 5,804

From the equation above, it can be seen that the coefficient of the exogenous latent variable perceived usefulness (η_2) on the endogenous behavioral intention latent variable (η_3) is 0.823, indicating a positive or unidirectional effect. The positive impact means that the higher the Perceived Usefulness of GoFood, the higher the behavioral intention of Culinary MSMEs in Garut Regency in planning or wanting to use GoFood as a tool in their business. The t-count value of 5.804 is greater than the specified critical limit ± 1.96 , so H_0 is rejected, which means that perceived usefulness affects behavioral intention. So, it can be concluded that in this study, the behavioral intention of plans or decisions to use GoFood as a tool for MSME businesses in the Garut Regency is influenced by perceived usefulness when using the GoFood platform.

The magnitude of the effect of perceived usefulness on behavioral intention was 0.677 (0.823 x 0.823), which shows that the contribution or influence of perceived usefulness on behavioral intention was 67.7%, and other factors influenced the remaining 32.3%. This indicates that GoFood is considered successful in helping MSMEs, or in another sense, if based on the theory in Chapter II, GoFood is considered to function as a marketplace because it has succeeded in becoming a tool that connects sellers and buyers as well as a gathering place for sellers and buyers. This application, which over one hundred million users have downloaded, is a broad market, so unsurprisingly, MSMEs are interested in selling using GoFood because opportunities can be exploited.

The results of this study are in line with the results of previous studies, which state that there is an influence of perceived usefulness on behavioral intention. Among them are (Sukma et al., 2018), (Sujatmiko & Prisma, 2022), (Natasia et al., 2021), (Azalia & Susanti, 2021), (Alasafi, 2022), and (Suryawan & Prihandoko, 2018). This indicates that the interest in using technology is influenced by the level of usefulness of the technology, meaning that the higher the value of the benefits possessed by technology, the higher the public's interest in accepting or using technology.

The Influence of Behavioral Intention on Use Behavior

$H_0: \beta_3 = 0$; Behavioral intention does not influence use behavior;

$H_1: \beta_3 \neq 0$; Behavioral intention affects use behavior.

The results of the equation obtained are as follows:

Use Behavior = 0,789*Behavioral Intention, S.E = 0,100, C.R = 8,105

From the equation above, it can be seen that the coefficient of the exogenous latent variable Behavioral intention (η_3) on the endogenous latent variable use behavior (η_4) is 0.789, indicating a positive or unidirectional effect. The positive impact means that the higher the behavioral intention to use GoFood as a tool for Culinary MSMEs in Garut Regency, the higher the use behavior for Culinary MSMEs in Garut Regency to use GoFood as a tool in their business. The t-count value of 8.105 is greater than the specified critical limit ± 1.96 , so H_0 is rejected, which means that behavioral intention influences use behavior. So, it can be concluded that in this study, the use behavior of Culinary MSMEs in Garut Regency in using GoFood as a tool for their business is influenced by the behavioral intention that has been formed to use the GoFood platform.

The magnitude of the effect of behavioral intention on use behavior is 0.623 (0.789 x 0.789), which shows that the contribution or influence of behavioral intention on use behavior is 62.3%, and other factors influence the remaining 37.7%. If we review the theory of how an attitude is formed, the results of this study prove that affective components can develop attitudes. This affective component can be in the form of feelings towards something emotional in nature. Entrepreneurs respond emotionally to whether they can accept technology positively or negatively. The results of this study reveal that an entrepreneur's interest in using GoFood influences the formation of an attitude of acceptance of technology.

This research is in line with previous studies that state that behavioral intention influences use behavior, such as research conducted by (Sujatmiko & Prisma, 2022), (Natasia et al., 2021), and (Lestari, 2020). Therefore, it can be explained that technology acceptance is influenced by interests that have been formed in users' minds.

The Influence of Subjective Norms on Perceived of Usefulness

H0: $\gamma_1 = 0$; Subjective norm does not affect perceived of usefulness;

H1: $\gamma_1 \neq 0$; Subjective norm affects perceived of usefulness.

The results of the equation obtained are as follows:

$$\text{Perceived of Usefulness} = 0,152 * \text{Subjective Norm}, \text{ S.E} = 0,035, \text{ C.R} = 2,772$$

From the equation above, it can be seen that the coefficient of the exogenous subjective norm latent variable (η_1) on the endogenous latent variable perceived usefulness (η_1) is 0.152, indicating a positive or unidirectional effect. The more Culinary MSMEs in Garut Regency see GoFood as a helpful technology that can benefit their business, the more likely they are to adopt it. This is known as the positive effect, in which the perceived usefulness of GoFood increases along with the subjective norm of acceptance among MSMEs. The t-count value of 2.772 is greater than the specified critical limit ± 1.96 , so H0 is rejected, which means that the subjective norm affects the perceived usefulness. Based on this study, it can be inferred that the Culinary MSMEs in Garut Regency perceive GoFood as applicable. This perception is influenced by the subjective norms experienced or accepted by the Culinary MSMEs in the Garut Regency.

The magnitude of the influence of subjective norms on perceived usefulness is 0.023 (0.152 x 0.152), which shows that the contribution or influence of subjective norms on perceived usefulness is 2.3%, and other factors influence the remaining 97.7%. This statement builds upon the previously mentioned theory about the factors that shape one's attitude. One of these factors is the influence of other considered necessary individuals. This is in line with the subjective norm variable building indicator, which states that there is influence and suggestions from other people in using GoFood.

The results of this study are in line with the results of previous studies, which state that there is an influence of subjective norms on perceived usefulness. Among them are (Sukma et al., 2018), (Sujatmiko & Prisma, 2022), (Hamdani & Hadiana, 2022). The subjective norms experienced by users in their environment are one factor contributing to the acceptance of technology, as evidenced by these results.

The Influence of Job Relevance on Perceived of Usefulness

H0: $\gamma_2 = 0$; Job relevance does not influence perceived of usefulness;

H1: $\gamma_2 \neq 0$; Job relevance influences perceived of usefulness.

The results of the equation obtained are as follows:

Perceived of Usefulness = $0,485 \cdot \text{Job Relevance}$, S.E = 0,095, C.R = 5,295

From the equation above, it can be seen that the coefficient of the exogenous job relevance latent variable (ξ_2) on the endogenous latent variable perceived usefulness (η_1) is 0.485, indicating a positive or unidirectional effect. The positive impact means that the higher the job relevance of Culinary MSMEs in Garut Regency in using GoFood as a tool, the higher the perceived usefulness felt by Culinary MSMEs in Garut Regency when using GoFood as a tool. The t-count value of 5.295 is greater than the specified critical limit ± 1.96 , so H0 is rejected, meaning job relevance affects perceived usefulness. Therefore, it can be concluded that in this study, the perceived usefulness felt by Culinary MSMEs in Garut Regency in using GoFood as a tool for their business is influenced by job relevance or the existence of suitability and feeling relevant to their work.

The magnitude of the influence of job relevance on perceived usefulness is 0.235 (0.485×0.485), which shows that the contribution or influence of job relevance on perceived usefulness is 23.5%, and other factors influence the remaining 76.5%. When comparing the research results to the current theoretical basis, it shows that the GoFood marketplace has effectively fulfilled one of its functions. GoFood has served as a promotional tool for Culinary MSMEs in Garut Regency, making it a beneficial platform due to its compatibility with the needs of these businesses. This follows (Widyayanti & Insiatiningsih, 2021) that GoFood can be an alternative solution for culinary entrepreneurs to develop their businesses.

This study's results support previous studies stating that job relevance affects perceived usefulness. Among them are (Sukma et al., 2018) and (Hamdani & Hadiana, 2022). Therefore, relevance to work or needs can influence the perception of the usefulness of technology for users.

The Influence of Output Quality on Perceived of Usefulness

H0: $\gamma_3 = 0$; Output quality does not influence perceived of usefulness;

H1: $\gamma_3 \neq 0$; Output quality influences perceived of usefulness.

The results of the equation obtained are as follows:

Perceived of Usefulness = $0,050 \cdot \text{Output Quality}$, S.E = 0,049, C.R = 0,718

From the equation above, it can be seen that the coefficient of the exogenous latent variable output quality (ξ_3) on the endogenous latent variable perceived usefulness (η_1) is 0.050, indicating a positive or unidirectional effect. The positive impact means that the higher the output quality received by Culinary MSMEs in the Garut Regency, the higher the perceived usefulness felt by Culinary MSMEs in the Garut Regency when using GoFood as a tool. The t-count value of 0.718 is smaller than the specified critical limit ± 1.96 , so H0 is accepted, which means that the output quality does not affect the perceived usefulness. Based on the study, the Culinary MSMEs in Garut Regency do not feel that the usefulness of GoFood as a business tool is affected by the quality of output provided to its users.

The magnitude of the effect of output quality on perceived usefulness is 0.003 (0.050 x 0.050). This shows that the contribution or influence of output quality on perceived usefulness is 0.3%, and other factors influence the remaining 99.97%.

This study's results support previous studies, which state that output quality does not affect perceived usefulness, such as (Sukma et al., 2018). In their findings, several scenarios can be possible when output quality affects perceived usefulness, such as (1) Other more dominant factors. Although output quality affects usefulness, other factors are more prevalent or significant in determining the usefulness level. For example, suppose factors such as availability, accessibility, or conformity to user requirements become more important than output quality. In that case, there may be situations where the output quality has no direct effect on the level of usability. (2) Different definitions of expediency. Different understandings of what counts as "benefit" in specific contexts may exist. In some cases, usefulness may not only be determined by the quality of the output but also by other factors such as speed, efficiency, cost, or user satisfaction. In this case, although the output quality may not directly affect the level of usefulness, other related factors can still play an important role. (3) Context or particular situations. In some instances, the usability of a product or service may not be directly impacted by the quality of the output. If certain limitations or restrictions exist, the output may not meet quality standards but can still be beneficial in specific scenarios. Therefore, the usefulness of the output may only be partially dependent on the quality.

The Influence of Result of Demonstrability on Perceived of Usefulness

H0: $\gamma_4 = 0$; Result of demonstrability does not influence perceived of usefulness;

H1: $\gamma_4 \neq 0$; Result of demonstrability influences perceived of usefulness.

The results of the equation obtained are as follows:

Perceived of Usefulness = 0,086*Result of Demonstrability, S.E = 0,059, C.R = 1,252

From the equation above, it can be seen that the coefficient of the exogenous latent variable result of demonstrability (ξ_4) on the endogenous latent variable perceived usefulness (η_1) is 0.086, indicating a positive or unidirectional effect. The positive impact means that the higher the result of demonstrability received by Culinary MSMEs in Garut Regency when using GoFood to help their business, the higher the perceived usefulness felt by Culinary MSMEs in Garut Regency when using GoFood. The t-count value of 1.252 is smaller than the specified critical limit ± 1.96 , so H0 is accepted, which means it does not affect the perceived usefulness. Thus, it can be concluded that the perceived usefulness felt by Culinary MSMEs in Garut Regency when using GoFood as a tool for their business was not influenced by the result of demonstrability felt by GoFood Partner MSMEs in Garut Regency.

The magnitude of the effect of the result of demonstrability on perceived usefulness was 0.007 (0.086 x 0.086). This shows that the amount of contribution or influence of the impact of demonstrability on perceived usefulness is 0.7%, and other factors influence the remaining 99.93%.

This study's results support previous studies, which state that the result of demonstrability does not affect perceived usefulness. Among them is research conducted by (Sukma et al., 2018). This could be due to other perceived usefulness-forming factors, such as subjective norms and relevance being preferred by users.

The Influence of Perceived Enjoyment on Perceived Ease of Use

H0: $\gamma_5 = 0$; Perceived enjoyment does not influence perceived ease of use;

H1: $\gamma_5 \neq 0$; Perceived enjoyment influences perceived ease of use.

The results of the equation obtained are as follows:

Perceived Ease of Use = 0,556*Perceived Enjoyment, S.E = 0,083, C.R = 6,620

From the equation above, it can be seen that the coefficient of the exogenous latent variable perceived enjoyment (η_5) on the endogenous latent variable perceived ease of use (η_2) is 0.556, indicating a positive or unidirectional effect. The positive impact means that the higher the perceived enjoyment felt by GoFood Partner MSMEs when using GoFood, the higher the perceived ease of use or the ease felt by GoFood Partner MSMEs in Garut Regency when using GoFood as a business tool. The t-count value of 6.620 is greater than the specified critical limit ± 1.96 , so H0 is rejected, which means that perceived enjoyment affects perceived ease of use. Therefore, the perceived ease of use felt by Culinary MSMEs in Garut Regency when using GoFood as a tool for their business is influenced by the perceived enjoyment felt by GoFood Partner MSMEs in Garut Regency when using the GoFood platform.

The novelty in this research is that the perception of usefulness or level of usefulness of technology, in this case, GoFood, is influenced by several factors, including subjective norms, job relevance, and perceived ease of use. However, the quality of the output and demonstration results do not affect perceived usefulness. This means that for GoFood Partner MSMEs, technology is said to be useful if many people in the surrounding environment use or recommend the technology and it meets their needs or is relevant to the activities they must carry out as an owner or administrator of an MSME. Apart from that, convenience can also encourage the usefulness of a technology, this is because when a technology is easy to apply it will be more effective and efficient in using the technology. This is in line with to creation of technology, which is to help humans carry out daily activities. However, this research also reveals that the quality of the output provided by GoFood does not affect the usefulness of a technology. So it can be concluded that from this description, Culinary MSMEs in Garut Regency feel the benefits of a technology if the technology is suitable for their work, regardless of whether the results are quality or not, they will continue to use the technology. The limitation of this research is that in this research the output in question is only 'Transaction History Records', which is different if what is studied is the performance of the GoFood application. So, in this research, the quality of output and demonstrability results do not affect the usefulness of using Go Food.

This research also reveals something new perceived ease of use or ease of using Go Food is influenced by comfort when using or accessing the Go Food application. This is because the GoFood application interface is easy for MSMEs to understand so in terms of user experience it is easy to use the GoFood application. Furthermore, this research also revealed that the behavioral intention of Go Food Partner MSMEs in Garut Regency was not influenced by convenience factors but was influenced by usefulness. So, GoFood Partner MSMEs in Garut Regency plan or decide to use GoFood to help their business operations in terms of its usefulness, regardless of whether GoFood is easy to use or not. This is quite relevant to the instinct of entrepreneurs who must take advantage of opportunities. Apart from helping business operations, the opportunities open at GoFood are that available end users or potential

consumers can become opportunities for MSMEs themselves. Regardless of whether it is difficult or not, technical conveniences can be learned, trained, or delegated.

The description above can be a reference for other culinary MSMEs in Garut Regency in considering accepting technology to help their business, which in this case is the GoFood platform. Culinary MSMEs in Garut Regency who are respondents to this research have felt the benefits of this platform. As a business leader, you must be able to take risks and take advantage of existing opportunities

CONCLUSION

This research answers the research gap presented in the introduction that the implementation of information technology, especially in MSMEs, does not affect behavioral intention and use of technology. The research results show several influences from technology acceptance on behavioral intention and use of technology. Perceived ease of use felt by GoFood Partner MSMEs in the Garut Regency when using GoFood affects the perceived usefulness received by GoFood Partner MSMEs in the Garut Regency in using GoFood as a business tool. Perceived ease of use felt by GoFood Partner MSMEs in the Garut Regency when using GoFood does not affect the behavioral intention of GoFood Partner MSMEs in the Garut Regency. Perceived usefulness received by GoFood Partner MSMEs in the Garut Regency in using GoFood influences the behavioral intention of GoFood Partner MSMEs in the Garut Regency. The behavioral intention of GoFood Partner MSMEs in the Garut Regency influences the use behavior of GoFood Partner MSMEs in the Garut Regency in making decisions to use GoFood in the long term. The subjective norm experienced by GoFood Partner MSMEs in the Garut Regency to use GoFood affects the perceived usefulness received by GoFood Partner MSMEs in the Garut Regency in using GoFood as a business tool. The job relevance felt by GoFood Partner MSMEs in the Garut Regency when using GoFood in their business operations affects the perceived usefulness received by GoFood Partner MSMEs in the Garut Regency in using GoFood as a business tool.

Implication

This research is a valuable reference for other Culinary MSMEs in Garut Regency considering adopting technology to improve their businesses, specifically the GoFood platform. The study's respondents, culinary MSMEs in Garut Regency, have already experienced the benefits of this platform. As a business leader, taking calculated risks and seizing opportunities is essential.

The government, which is actively promoting business digitization programs, can also use the results of this research as a reference for future programs. These programs should involve presentations or counseling and offer practical assistance to MSMEs so they can incorporate technologies that can increase their business levels. This research highlights the benefits of GoFood acceptance, including subjective norms, which should be considered when developing sustainable and continuous programs.

Recommendation

- 1) If you are a Culinary MSME actor in Garut Regency and have not yet used a marketplace, consider it as a tool for business operations. Research has shown that using a marketplace,

such as joining as a GoFood Partner, can be beneficial for MSME businesses to market and sell their products as long as they have adequate facilities and infrastructure. The best part is that the registration process is free of charge.

- 2) However, it is essential to note that this research is limited regarding the respondents' domicile and may not fully represent the Garut Regency. Further research using the same theory or model but with a broader range of respondents representing all sub-districts in the Garut Regency would help understand the full potential of GoFood as a business tool.
- 3) For future research, exploring other exogenous variables or using different variables than those used in this study would be beneficial.

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