The Use of Information Technology toward Online Transaction in Micro Enterprise using Technology Acceptance Model (TAM) Framework

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Abstract

Technology Acceptance Model (TAM) is an adaptation of TRA introduced by Davis. The purpose of TAM is devoted to explaining the behavior of the users computer (computer usage behavior). The importance of internet and of the TAM antecedents of its website, however, change with experience. Aim of this study was to design and analysis the use of technology toward online transaction using TAM framework. In this research, the design of website of micro enterprises using TAM Framework. The sample is 15 respondents who make transaction online in Semarang. The method analysis use in this research is descriptive analysis. In this research used some technologies like: HTML, this is the basis of website. The result of this study HTML and CSS are used for the rapidly responsive website design. The results of the analysis are known that most of the respondents agreed on the use of online transaction technology using TAM framework. New findings/significance of contribution almost all respondents agreed to answer the TAM framework applied in website design to facilitate online transactions.

References


Index Terms

Computer Science Information Systems

Keywords

Information, technology, online transaction, TAM framework