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Analysis of Affecting Factors Technology Acceptance Model in The Application Of Knowledge Management for Small Medium Enterprises in Industry Creative

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Abstract

This paper explains the factors of affecting the technology acceptance model (TAM) in the application of Knowledge Management to small medium enterprises in creative economy. The objective of this research is to analyze the correlation among the perceived ease of use (PEOU) variable, voluntaries use (VU) variable, perceived entertainment value (PEV) variable, perceived usefulness (PU) variable and factor of Web usage attitude (WU) which is a factor influencing the technology acceptance model of knowledge management in small and medium enterprises. The method of research is explanatory research which aims to analyze the relationship between one variable stage above. The Data collection techniques used in this study is a questionnaire using semantic differential scale and explained the research design, data retrieval, data processing and data analysis. Data analysis used in analyzing factors of technological acceptance model (TAM) in the application of Knowledge Management in small medium enterprises in creative economy is descriptive statistics to consider a frequency distribution the size and spread of data on characteristics of the sample (respondents) and indicator variable endogenous and provide explanation of its mean value, standard deviations, variant, maximum, range, skewness and kurtosis. Statistical analysis inferential using structural equation model (SEM). The result of this paper is the technology acceptance model of knowledge management small medium enterprises influenced by the ease of use (PEOU) which will cause the advantage in using (PU) because of advantage in using the user will be willing (have willingness) in using (VU), so that have an attitude of the use of Web Knowledge Management (WU)

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1. Background

The creative industry is an industry with renewable resources because it focuses on creating innovation and creativity that is a competitive advantage of a nation and provides a positive social impact. In contrast to the industry in the mining of oil and gas sectors that are getting longer it run out. The Creative Industry focuses on the creation of goods and services by depend on expertise, talent, and creativity as intellectual property. The creative industry is an integral part of the creative economy. According to the trade department of the republic of Indonesia the definition of creative industry is defined as "Industries derived from the utilization of creativity, skills and talents of individuals to create prosperity and employment through the creation and utilization of the creative power and creativity of the individual. The development of technology information, communication and economic globalization has encouraged human development to be creative. Industrial developments have created a cheap and efficient of work patterns, production patterns and distribution patterns. Technological developments has make people become more productive. Creative activities related to the creation , production and distribution of product made which are made by craftsmen from the initial design to the completion of the product, Includes handicrafts made of: precious stones, natural and artificial fibers, leather, rattan, bamboo, wood, metals (gold, silver, copper, bronze, iron) wood, glass, porcelain, fabrics, marble, clay, and lime . Handicraft products are generally only produced in relatively small quantities (not mass production). The Related Knowledge Management (KM), creative industry today also requires knowledge management that there on each individual within an organization or company. In principle, the concept of knowledge management can be used to improve the performance of creative industries. The purpose of Knowledge Management (KM) attempted to transfer knowledge in the form of tacit to explicit, then from explicit back to tacit knowledge, and so on to form the Nonaka's spiral. Web Application is an Implementation of Knowledge Management which will be used to store, collect, organize, synthesize individual knowledge in order to be utilized, disseminated and optimally utilized for every individual. Acceptance Model Technology Acceptance Model (TAM) is used to predict user acceptance of technology new .The Technology Acceptance Model (TAM) was developed by Davis ⁴ to explain computer-usage behavior. According to the above exposure, the authors are interested in making research analysis of affecting factors technology acceptance model (TAM) in the application of knowledge management for small and medium enterprises industry creative.

2. RESEARCH METHODOLOGY

Research methodology that the author uses in this paper is explanatory research Namely research that aims to analyze the relationship between one variable with other variables or how a variable affects other variables.

2.1 Sample Selection Method

Population is the total number of units of analysis to be investigated its characteristics while the sample is part of the population that can represent the characteristics of the population. The population of this study is the business people with a total of 105. Sampling for this research is by sampling random sampling technique by purposive sampling, that is sampling based on appraisal that deserve to full fill requirement to be sample or sample determination according to research purpose (get accurate data). Each indicator item is measured using a Differential Semantic Scale.

2.2 Instrumentation

The instrument was developed by the researcher based on the objectives of the study and previous literature review. Variables used in this study are variables that not be obtained measured directly (latent variable) that is:

- a. Exogenous variables as a variable (X) consisting of
 - perceived ease of use (PEOU)
 - perceived Entertainment Value (PEV)
- b. Endogen Variable as dependent variable (Y) that is:
 - perceived Usefulness (PU)
 - Voluntariness using (VU)
 - Web KM Usage (WU)

2.3 Research hypotheses

According to the previously stated objectives this study tested the following hypotheses:

- H1: perceived ease of use variable is expected to perceived usefulness (PU) variable

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