E-Commerce Adoption Analysis as Online Shop Media

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Abstract - Internet users are increasing so it also increases opportunities to sell products by through the internet. Data from the internet world stats show Facebook users in Indonesia is very high so an opportunity to take advantage of Facebook as a medium for selling also increased. However, each technology has a different level of adoption, it is caused by a variety of factors, including the perceived usefulness and perceived ease of use. The theory is right to test the rate of adoption and the factors that influence online shop via Facebook is the theory of Technology Acceptance Model (TAM). Technology Acceptance Model is an adaptation of the Theory of Reasoned Action (TRA), which has been adapted to the model of information system acceptance by users [1]. The population used in this study is the online sellers who are already using facebook as a media of online shop. Data processing will be done by the method of multivariate analysis. The purpose of the study is expected to determine empirically which factors are significant to the adoption of a media Facebook online shop.

Keywords - Technology Acceptance Model (TAM), Multivariate Analysis, E-Commerce, Online Shop

Remark: The full paper may be found in www.inrit2013.com