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## Adoption of Facebook as an Online Selling Medium: an Extended Technology Acceptance Model

Daud Agus Santoso \*<sup>1</sup>, Trianggoro Wiradinata <sup>2</sup>

<sup>1</sup> Department of Informatics Engineering, Ciputra University, Surabaya, Indonesia

<sup>2</sup> Department of Informatics Engineering, Ciputra University, Surabaya, Indonesia

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### ABSTRACT

**Background:** The rapid increase of Internet users in Indonesia opens up opportunities to sell merchandize through the internet media. However, the intention to use each technology has different quantities of adoption level which caused by various factors, such as user experience, perceived number of users, perceived usefulness and perceived ease of use as the antecedents of intention to use. Adequate theory in testing the level of adoption is needed to know which of the factors will contribute significant effect to the intention to use facebook as online selling media. **Objective:** Based on the Technology Acceptance Model (TAM) an extension model was suggested to test several hypotheses using path analysis. Populations used in this study are the online sellers who are already using facebook as an online media shop. A sample of 102 facebook online seller was taken to test five factors and four are found to give significant effect. **Results:** The result suggests that increasing user experience is the most influencing factors to increase the level of intention to use. **Conclusion:** The findings offer valuable insights to online business community or any company who wants to train people who sell in online media to thrive in internet age.

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**Corresponding Author:** Trianggoro Wiradinata, Department of Informatics Engineering, Ciputra University, Surabaya, Indonesia. **Phone numbers** (+62-31-7451699). **E-mail address:** [twiradinata@ciputra.ac.id](mailto:twiradinata@ciputra.ac.id)