

**SIBR-RDINRRU 2014 CONFERENCE
ON INTERDISCIPLINARY
BUSINESS & ECONOMICS RESEARCH**

September 27th - 28th, 2014

Kimberley Hotel, Hong Kong

"The Interdisciplinary Approach to Research, Practice and Learning"

Conference Proceedings

Volume 3 (2014), Issue 3

ISSN: 2223-5078

Table of Content

h14-007	Technological Capability as a Determinant of Foreign Direct Investment (FDI) in Indian Sub-Continents
h14-008	The Impact of Crude Oil Price on Islamic Stock Indices of Gulf Cooperation Council: A Comparative Analysis
h14-009	The Impact of Crude Oil Price on Islamic Stock Indices of South East Asian (SEA) Countries: A Comparative Analysis
h14-010	Diversification in Crude Oil and Other Commodities: A Comparative Analysis
h14-011	Manifested Bullying Behavior of Secondary Students in Selected Public Schools in Baguio City, Philippines
h14-012	Financial Inclusion in India
h14-013	Commodification of Cultural Capital by the Global Capitalist Cultural Apparatus: A Case Study of Identity Among Malaysian Chinese Youth
h14-014	Situational Analysis of Urban Informal Settlers of Cebu City
h14-015	Difable Market as a Business Opportunity for Disabilities People
h14-016	IT influenced CSR in De-stabilized Economy with Comparative Analysis of Various European Countries
h14-017	Comparative Analysis of Metacognitive Strategies Used in the Internet-integrated Test to Enhance English Speaking Ability in Thai Tourism Context
h14-018	Capital Budgeting Techniques and Risk Analysis of MNE's Listed at Karachi Stock Exchange
h14-020	A study of moral behaviour and ethical misconduct in small businesses
h14-021	A Sustainable Development of Agro Tourism Personnel at Nakhon Ratchasima Province Based on Sufficiency Economy Philosophy
h14-023	Integration Research Program for Developing Community Sufficiency Economy Learning Center, Ban Butai, Amphur Bauyai, Nakhon Ratchasima Province
h14-024	The Study of Students' Lifestyles and Emotional Quotient (EQ) of Nakhon Ratchasima Rajabhat University
h14-025	Customer Experience Role in Marketing Strategy: Young Customer's Experience on the WEB
h14-026	The Study of Satisfaction on the Development Activities for Self-information Searching Skills of University Educational Students
h14-027	Government Social Spending and Human Development Outcomes
h14-028	The Effect of Teaching Multicultural Awareness on Perceptions of Organizational Diversity: Implications for Organizational Leaders
h14-029	Factors Correlated Quality of Life of the Elderly People in Residential Homes for the Elderly
h14-030	Enforcement of Insider Trading Law in Hong Kong: What Insights Can We Learn from Recent Convictions?
h14-031	Women's Empowerment Through Business "Banten" in Bali
h14-032	Organizational and Financial Performance of Cooperatives in Misamis Accidental, Philippines
h14-033	The Influence of Services on Firm Productivity in Sub-Saharan Africa
h14-034	The Rock Salt Refinery Wisdom Restoration in Solid Soil Basin to Add Value International Health Promotion Product with Scientific and Technology Innovation
h14-035	The Effect of Earnings Management with Special Item to Investment Decision Empirical Study at Manufacture Firm Listed in Bursa Efek Indonesia 2008-2010
h14-038	Operationalization of Shariah In Marketing Mix Baitul MaalWat Tamwil (BMT) in the Province of Banten, Indonesia
h14-039	Socioeconomic Status of Kuki Tribal Women: A Case Study Churachandpur District, Manipur
h14-040	Community Participation in Good Agriculture Practice Rice to Strengthen the Food Stability and Increase Family's Income under Sufficiency Economy Philosophy: Case Study of Agriculturists at Tambon Khukad, Khong District, Nakhon Ratchasima Province
h14-041	Description of Legal Consciousness of the Supporting Officers' Duty Performances in Nakhon Ratchasima Rajabhat University
h14-042	An Empirical Examination of the Role of the Remuneration Committee in the Relationship between the Board of Directors and Remuneration
h14-043	Health Protecting of Non-smokers: A Case Study of Non-smoking and Smoking Areas in Nakhon

Ratchasima Rajabhat University

- h14-044 Natural Colour Batik Handicraft in Sragen, Central Java (A Study to Improve Handicrafter's Welfare)
- h14-045 Is Public Dissatisfaction with Banks Justified in Australia?
- h14-047 The Social Context of Firm Success: The Case Study of the Thai Entrepreneurs, Thailand
- h14-048 Research Project to Explore the Political Process Data Nakhon Ratchasima Province
- h14-049 The Impact of Corporate Governance to Corporate Social Disclosure; Comparative Study in South East Asia
- h14-050 Religious Service Development of Folk Religion Temples in Taiwan: A Comprehensive Perspective
- h14-051 Income Smoothing and The Market Reaction of Manufacturer Firm in Indonesia Stock Exchange 2009-2012
- h14-052 The Attribution of Shariah Compliant hotel under Shariah Compliant Islamic
- h14-053 The Production of Psychological Healing Victims of Unrest Situation in Southern Border of Thailand
- h14-054 Academic Research Relevance to Business Practices
- h14-055 The Real Property Tax Reform in Germany and Multi-Level-Governance: An Interdisciplinary View on Reform Deadlocks from a Business and Political-economic Perspective
- h14-056 The G'mach -an economic tool fighting poverty and creating a caring society.
- h14-057 The Effect of Health Problems on Indonesia's Economic Growth During 1999-2012
- h14-058 Intellectual Capital Disclosure on The Relation between Corporate Governance and Firm Value, in Indonesian Banking Industry
- h14-059 Should Retail Trade Companies Avoid Recruiting Maximizers?
- h14-060 Management Accounting Practices (MAPs) of Small and Medium-sized Manufacturing Enterprises in The City of Tarlac
- h14-063 Disputes Settlement Mechanisms, Judicial Outlook/Efficiencies and Foreign Direct Investment in Pakistan
- h14-064 The Factors Affecting the Optimism of Nakhon Ratchasima Rajabhat University Bachelor's Degree Students
- h14-065 Forecasting the evolution of institutions of the innovative environment
- h14-066 A Conceptual framework on Enhancing the Brand Equity of Select Indian Handloom Clusters
- h14-067 Development of China in CAFTA Based on the Perspective of Global Value Chain
- h14-068 The Comparative Research on Competitiveness of Service Industry between Mainland China and Taiwan
- h14-069 Roles of Women in Public Health Communication
- h14-070 Researchers' Viewpoints towards Commercialization of Agricultural Technology for Community Development
- h14-071 Quality Education through Continuous Improvement: Evidences for TQM Route in Higher Secondary Education in Kerala, India
- h14-073 Production Linkages between the Formal and the Urban Informal Manufacturing Sectors: A Case Study in Assam
- h14-074 Symbolic Interactionism and Ethnomethodology as Methods of Valuation of Subjectivities in Social Research
- h14-075 Sertao as a Place, Constituent Subjects and Contemporary Times
- h14-076 Scope Change, Flexibility and the Management of Projects
- h14-077 The Impact of Implementation Good Corporate Governance to Firm Value (Evidence from Indonesia Public Banking Sector)
- h14-078 Internal Factors that Motivate College Student to Become ICT-Based Entrepreneur
- h14-079 Human Resource Development of Man to Man Boarding School (MMBS Inc.)
- h14-080 Labor Turnover of a Manufacturing Firm in Tarlac City, Philippines
- h14-081 The Development of an English Innovation Based on Needs Analysis for Young Tour Guides at Muang Tam Sanctuary in Thailand
- h14-082 Linkage between American, Chinese, and Indian Stock Markets
- h14-083 The Effectiveness of Liquidity Administration and Banking Performance in Nigeria
- h14-084 The Behavior of Sovereign CDS and Government Bond in the Euro Zone Crisis

- h14-085 A Study on Language Competency and Language Retention of University Students with Hearing Impairment by Enhancing Language Competency Set
- h14-086 Recruitment, selection and retention practices of collegiate private schools in Tarlac City
- h14-087 A Conceptual Study: Impact of Using Unethical Business Practices on the Mindset of Customers
- h14-089 People's Willingness to Pay for Climate Change Mitigation In Surakarta, Indonesia
- h14-090 Comparative Study Of Ethnocentrism Toward American And Japanese Automobiles In Saudi Arabia
- h14-095 Study of Factors Affecting Artificial Aging of 6061 Aluminium Alloy by Factorial Design
- h14-096 Overcoming Entrepreneurship Challenges Through Information and Established Agencies
- h14-097 Creating Customer Satisfaction Through Product Positioning Techniques
- h14-098 The Usage of Media for Introducing Local Wisdom: Bamboo Woven Handicraft Products of Jandum Village, Non Sung District, Nakhon Ratchasima Province
- h14-100 Value Creation Logic in Buyer-Seller Relationships in Garment Industry in Thailand
- h14-101 Decoding Vernacular Architecture to Conceptual Design of Bann Non Wat Learning Center Building
- h14-102 Identifying Fragile Links From Financial Network Prospective: The Case of Eurozone Banking System
- h14-103 The Simulation Performance of Reactive Power and Modern Voltage Control Using Program Power World
- h14-104 A Study of Footbridge Utilization Behavior in Nakhon Ratchasima
- h14-106 Impact of financial structure on dividend Policy: A Study of Oman's Corporate Sector
- h14-107 Strategy on Implementing Shrimp Processing Industry Based On Blue Economy: The Case of Central Java, Indonesia
- h14-108 Financial Regulations and Market Integration: Evidence from the Chinese Stock Markets
- h14-109 Chinese Innovation and Firm Performance: A Structural-Institutional Approach with Technological Learning Spillovers
- h14-110 Rebranding of Lombok International Airport in Indonesia
- h14-114 Management Practices and Business Performance of Family-Owned Enterprises
- h14-115 Fisher Effect: Evidence from Conventional and Islamic Money Market in Malaysia
- h14-116 Growth Effect of Energy Resources on Nigerian Economy
- h14-117 Determinants of Child Immunization and Measurement of Gender Bias
- h14-118 Endorser Credibility and its Influence on the Attitude Toward Social Media Advertisement in Malaysia
- h14-119 Can Shareholder Rights Protection Reduce Corruption in Lending?
- h14-120 Evaluation Model of School Quality Assurance
- h14-121 Operationalization of Shariah Marketing Mix in Baitul Maal Wat Tamwil (BMT) at the Province of Banten, Indonesia
- h14-122 Uncertainty Management to Improve Performance with Supplier Development Practices
- h14-123 Building Employee Trust and Confidence Around Sensitive Health Related Data in Corporate Health Risk Assessment & Prevention Programs
- h14-124 Service Quality in relation to Customer Satisfaction: A study of Indian Banking Industry
- h14-125 Engines of Economic Growth in the Developing World from the Eighteenth Century to the Present
- h14-126 Development of Modern Co-operative in Nepal Historical Perspective of Co-operative Development
- h14-129 IFRS Convergence, Accounting Conservatism, and Examination On Moderating Effect of Woman Presence in Audit Committee in Indonesia
- h14-130 Development of an Information Technology Management Model for Tertiary Educational Institutions (Madinat Zayed and Ruwais Colleges) in Abu Dhabi, United Arab Emirates
- h14-131 Predicting entrepreneurial intentions among final-year undergraduates: evidence from ibb university, nigeria
- h14-133 The Philosophy of Sufficiency Economy Implementation of People in Ban Kla Community, Phimai District, Nakhonratchasima Province
- h14-134 A Comparative Study Thai and India Cultures from Phra Rama's Stories
- h14-135 The Affecting Factors on empowerment process of Poor Communities
- h14-136 Impact of Risk and Economic Policy Uncertainty on Expected Returns- Evidence from Indian Stock Market
- h14-137 A Performance Analysis for Strategic Alliances of Ocean Liners on Trade Routes

- h14-138 Teaching Process for Passing down Knowledge of Mahori Khorat to Young People in Nakhon Ratchasima
- h14-139 An Integrative Research Program for the Development of Pho-Janthee Prathumpha Sufficiency Economy Learning Center, Ban Nonrang, Chum Phuang District, Nakorn Ratchasima Province
- h14-140 A Study for the Development of a Local Learning Center for Pre-historic Archaeological Site at Ban Non Wat, Phol Songkram Sub-district, Non Sung District, Nakhon Ratchasima Province
- h14-141 Demand and Supply side Determinants of Agricultural Exports of Pakistan
- h14-142 Stochastic Cost Flow Analysis for Stock Markets
- h14-143 Establishing Financial Stability of the Elderly in Huai Chorakhe Mak Area, Buriram Province
- h14-144 Why do Social Entrepreneurs Decide to Lead an Initiative?
- h14-145 Feasibility Study of PET Plastic Recycle
- h14-146 New Zealand's External Trade: The China Factor
- h14-147 Pair Tests in the High School Classroom: Another Option for Students and Teachers
- h14-148 Chinese and cross-cultural negotiations strategies in international business in the global world
- h14-149 The antecedent Variables of Attitude in Forming Intention to Switch Smartphone
- h14-151 Teen-Parenting Behavior to Prevent a Teenager from Premature Pregnancy
- h14-152 Development of a Quality Assurance Model for Thai-Jasmine Rice Supply Chain
- h14-153 Behavioral Model of Buying Intention of Counterfeited Products
- h14-154 The Role of Environmental Knowledge in Moderating Consumer Behavioral Processes to Green Products (Survey on the Products of Green-minded in Indonesian)
- h14-155 The effects of Oil and Gas prices on Inflation and Interest Rates in India: Evidence from DCC-GARCH model
- h14-156 Guarantees flowing from Article 7 of Directive on package travel, package holidays and package tours
- h14-157 Working capital management effectiveness
- h14-158 On the Correct Model Specification for Estimating the Structure of a Currency Basket
- h14-159 Is Real Earnings Management More Opportunistic Than Accruals Earnings Management?
- h14-160 Natural Colour Batik Handicraft in Sragen, Central Java (A Study to Improve Handicrafter's Welfare)
- h14-161 Increasing Values of Hotel Business Using Boutique and Lifestyle Hotel Concept
- h14-162 Employment Guarantee to Rural Poor Households: India's New Experience through Mahatma Gandhi NREGA
- h14-163 Development of a Learning Model in Enhancing a Health Volunteer-minded Competency for Main Stay Students in Muang District, Nakhon Ratchasima
- h14-164 The Role in Local Development of the Elderly Tai-Yuan Sikhio : Case Study of Ban-Nua Community, Sikhio District, Nakhon Ratchasima, Thailand
- h14-165 The Research and Development of Innovation of Teaching Learning Student's Rajabhat Nakhon Ratchasima University
- h14-166 The Impact of Corporate Governance on Corporate Social Disclosure: Comparative Study in South East Asia
- h14-167 Local Culture and the Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia
- h14-168 Examining Banking Industry Competitiveness: Structural Changes and Market Contestability in the Case of Indonesian Banking
- h14-169 The Effects of Organizational Ethical Culture and Ethical Climate on Ethical Decision Making of Auditor with Self Efficacy as Moderating Variable
- h14-170 How Temporal Exploitation and Exploration Affect New Product Performance
- h14-171 Growth of Small Firm in Post-conflict Sri Lanka: Micro-level Evidence from Two Cities
- h14-173 Research on the Economic Effects of Shareholder's Relationship
- h14-174 Effect of Big Five Personality Traits on Job Outcomes: Perceptions of Organizational Politics as a Mediator
- h14-175 Financial Contagion in Interbank Network
- h14-176 Passengers' Perception towards Physical Security Measures of Subvarnabhumi Airport Rail Link Service
- h14-177 Industry Openness and Wage Premium: Evidence from China

- h14-178 The Implementation of the Empowerment Model for the Former Migrant Workers to Improve the Economy
- h14-179 E-retail Strategic Elements in Hong Kong Group Buying Websites
- h14-180 Empirical Analysis of Foreign Participation in Emerging Bond Markets in East Asia
- h14-181 A Study on the Importance of Training and Development of Personnel of Cochin Port Trust, Kerala, India
- h14-182 Impact of Security Challenges on Human Capital Asset Development in Damaturu Metropolis
- h14-183 Wine Online: Exploring eCommerce Practices in the US Wine Market
- h14-184 The Affecting Factors on empowerment process of Poor Communities
- h14-185 Subjective Misery index in Hong Kong
- h14-186 Deposit Insurance System or the Central Bank's Bailout? A Dynamic-Game Perspective
- h14-187 A Sovereign Debt Crisis Warning Model with Infectious Effect: Based on Probit Panel Model
- h14-188 The Role of Financial Media in Corporate Financing
- h14-189 Market Reaction of Manufacturing Firms on Income Smoothing in the Indonesian Stock Exchange 2009-2012
- h14-190 Government Expenditure and Human Development in East Java
- h14-191 Intellectual Capital and Future Earnings Predictability: Evidence from Indonesia
- h14-192 Trust as a Mediator The Relationship between Organizational Justice and Performance
- h14-193 Influences of knowledge base characteristics of the acquiring and the acquired firms on innovation performance of technological M&As
- h14-195 Muslim Household Preference in Saving and Investment and Its Implication on Islamic Bank Development: A Case Study in Malang Area Indonesia
- h14-196 Economic Regulation by the Judiciary during the Ottoman Era: Examples from the İstanbul Court in 17th and 18th Century
- h14-197 Evaluating Gender Responsive Budgeting in Turkey
- h14-198 Analysis of Factors Affecting Level of Disclosure In Regional Sector's Financial Statements
- h14-199 Factors Affecting Prediction of Revenue Forecast Error: Study On IPO Firms at Indonesians Stock Exchange Period 2007 – 2012
- h14-200 Overseas Labour Migration and Rural Development in East Java
- h14-201 Managing Accruals for Income Smoothing
- h14-202 Disaster induced Migration and Social Conflict in Bangladesh: Study on Cyclone Sidr
- h14-203 On the Confluence of Freedom of the Press, Control of Corruption and Social Welfare
- h14-204 Work Values and Job Commitment of the Non-Teaching Personnel of University in an Urban Community
- h14-205 Violence in Sport and the Ethical, Marketing and Event Management Implications: A Preliminary Study
- h14-206 The Relationship Between Financial Structure and Economic Performance
- h14-207 Empirical Analysis on the Determinants of the Digital Divide In Korea
- h14-208 Financial Distress of Local Government in Indonesia
- h14-209 Exploring the Relationship Among Human Resource Management Practices that Enhance Intellectual Capital, Dynamic Capability, and Firm Performance
- h14-210 The Influence of Tax Transparency Perception, Tax Knowledge, and Sanctions to pay taxes on Income Tax Compliance in Online Shop Owner
- h14-211 Does Managerial Overconfidence Influence on Financial Reporting? : The Relationship between Overinvestment and Conditional Conservatism
- h14-212 Estimation of Inconvenience Cost from a Blackout: Case of Industrial, Commercial, and Residential Sectors of South Korea
- h14-213 The Evidence of IPO Underpricing in Indonesia 2009 - 2013
- h14-214 Impact of the National Health Insurance Program by Social Security Agency (BPJS) on Demand and Public Awareness of Health Insurance in Surakarta 2014
- h14-216 Unpacking Chinese Cultural Values
- h14-217 How Independent are Independent Oversight Boards? An Interdisciplinary Approach to Accounting Regulation

- h14-218 The Effect of Company's Scale and Foreign Direct Investment To Value Added on Food Industry in Indonesia in period 2010-2013
- h14-219 Effect of Foreign Direct Investment, Labor Productivity and labor to wage labor in Textile Industry in Period 2010-2013
- h14-220 A Study on the Invigoration Characteristics (Service Quality, Satisfaction, and Branch Value) of Gangneung Danoje Festival -With a Focus on the Visitors to 2014 Gangneung Danoje Festival
- h14-221 Ipteks Products for Export Industry Wood Crafts Furniture in the District Klaten Central Java - Indonesia
- h14-222 The Impact Of Information Technology, Management Accounting System Characteristics, and Locus Of Control To The Managerial Performance In The Telecommunication Service Companies
- h14-223 Factors Affecting Prediction Of Revenue Forecast Error: Study On IPO Firms At Indonesians Stock Exchange Period 2007 – 2012
- h14-224 Disclosure of Islamic Corporate Social Responsibility and Financial Performance on Islamic Banking in Indonesia
- h14-225 Ujrah Determination Model for Amil Zakah
- h14-226 The Determinants of Pilgrim Satisfaction of Hajj: Study in Indonesia
- h14-227 The Marketing Mix and Demography Factors Affecting The Decision to Purchase A Residence in The Housing Project in Muang District, Nakhon Ratchasima
- h14-228 Human Capital Retention in a Changing Global Economy: Implications for the New Professionals in the Job Market
- h14-229 High Turnover Rate Within Teaching Profession in South Africa: Implications for Learners Development
- h14-230 Innovation, Technological Interdependence, and Economic Growth
- h14-231 Problems and Prospects of Entrepreneurship on Learning Management in Batik Industry
- h14-232 Model Management, Financial Reporting and Accountability of School Activities According to Plan And Budget School in Thousand Islands Indonesia
- h14-233 International Trade Financing: A Comparative Study on the Performance of State-owned and Private Commercial Banks of Bangladesh
- h14-234 The relationship between the principal supervision and school organizational climate and teachers job satisfaction of the State Vocational School (SMK) in Central Jakarta
- h14-235 The Antecedents of Green Purchase Intention: A Case Study of Green Electronic Product
- h14-236 Perceptual Differences Across Countries of Earnings Management
- h14-237 Hospital Financial Performance in The Indonesian National Health Insurance Era
- h14-238 Financial distress in business valuation "What are the costs of financial distress and when they occur?"
- h14-239 Advertising Decisions in Anticipation of Word-of-Mouth
- h14-240 Management Accounting Practices at Hospitality Business in Yogyakarta, Indonesia
- h14-241 Case Study: Strategic Decision for Factory Relocation to CLMV
- h14-245 The Effect of IAS 32 and IAS 39 Adoptions on Earnings Quality: A Study of Banking Companies in Indonesia
- h14-247 Initial Public Offerings Underpricing: A Study on the Short Run Price Performance of Bookbuilt IPOs in India
- h14-248 Good Government Governance and Opinions the Audit Board of Republik of Indonesia
- h14-249 Maintenance and Support Systems for Information and Communication Technology Resources in State Universities and Colleges in Region III Philippines
- h14-250 Defining Strategy Through Examining Regional Policy In Empowering Small Medium Entreprises (SME's) in Surakarta
- h14-251 Do Early Chinese IPOs Outperform?
- h14-252 Flypaper Effect on Local Government Expenditure in Indonesia
- h14-253 The Effect of Audit Committee Quality and Internal Auditor Objectivity on the Prevention of Fraudulent Financial Reporting and the Impact on Financial Reporting Quality (A survey on SOEs in Indonesia)
- h14-254 The Correlation between the Marketing Mix and the Attitude to Buy a Environmental-friendly Product of Generation Y
- h14-255 Performance Comparison of Optimal Portfolio Against Market Capitalization Applied in Indonesia
- h14-256 Brand Equity: Valuation Methodology and Implication for SMEs

-
- h14-257 International Financial Market Disequilibrium: Carry Trade Opportunity and Effect on Small Countries
- h14-259 Firm Level Productivity Heterogeneity and Export Behavior: Evidence from UK Manufacturing Firms
- h14-260 Economic growth and Carbon dioxide emissions in the manufacturing sector: Evidence for China
- h14-261 The Role of Money Multiplier in Monetary Transmission Mechanism in Iran (Bank Lending and Money Supply)
- h14-262 A TOPSIS Model For Chain Store Location Selection
- h14-263 Market Study on Organic-Based Rice, Vegetables and Other Crops in the Province of Tarlac
- h14-264 Comparative Analysis: Social Enterprises and the Elderly Population in Korea, U.K., and the U.S.
- h14-265 Application of Artificial Intelligence: Agent Based Analysis of International Financial Markets
- h14-266 The Influence of Board Governance Characteristics on Intellectual Capital Performance (Empirical Study on Listed Banks in BEI 2008 - 2012)
- h14-267 Competency Based Compensation System (As a Strategic HR Technique with Special Reference to Coimbatore)
- h14-268 Agency Costs and Free Cash Flow Hypothesis of Dividend Payout Policy in Thailand
- h14-269 The Impact of the Audit Committee Effectiveness and Audit Quality on Financial Reporting Quality of Listed Company in Stocks Exchange of Thailand
- h14-270 Impact of Board Effectiveness and Shareholders Structure on Earnings Management in Thailand
- h14-271 An Effect of Ownership Concentration Executive Characteristics and Firm Performance on Executive Cash Compensation for Thailand: 2008-2012
- h14-272 Audit Quality, Effectiveness of Audit Committee and Earning Quality
- h14-273 Applying Integrated Marketing Communication in Thai Marketing
- h14-274 Work Motivation in Public vs Private Sector: Case Study of Department of Highway Thailand
- h14-275 Factor Influencing the Acceptance and Use of M-Payment in Thailand: A Case Study of AIS mPAY Rabbit
- h14-276 Consumer Trust in B2C e-commerce in Fashion Clothing and Jewelry Business
- h14-277 Film Tourism and Destination Marketing: Case studies of In-bound and Out-bound Tourists in Thailand

Local Culture and the Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia

Siti Aisyah Tri Rahayu¹⁾, Albertus Maqнус Soesilo²⁾ Muhammad Sabandi³⁾

¹Faculty of economics and business, Sebelas Maret University
email: aisyahrahayu@yahoo.com

² Faculty of economics and business, Sebelas Maret University
email: maqनुssoesilo@gmail.com

³ Faculty of teaching and education, Sebelas Maret University
email: muhsabandi@gmail.com

Presented at the: 2014 SIBR Conference on Interdisciplinary Business and Economics Research, 5th-7th June 2014, Bangkok.

Abstract

Batik has been recognized by UNESCO as a world cultural heritage from Indonesia . However , the performance of the industry is likely to decline . In the last four years , the value of production and employment in the industry fell respectively 7.38% and 2.56 % . One of the main problems why this industry is less able to develop the low level of adoption of information technology by businesses (SME) in this industry . This study aims to explain the determinants that determine batik SMEs in adopting information technology . The research was conducted on batik SMEs in Surakarta , Sragen , Klaten and Yogyakarta involving 40 SMEs as respondents . This study used structural equation model and Partial Least Squares estimation (PLS) to develop models of integration TAM - TPB to explain the rate of adoption of information technology in SMEs batik . The research data has very high validity and reliability . This study has found that batik SMEs will adopt information technology is determined by perceived usefulness , perceived ease of use, attitude, subjective norms, and the local culture. Internal variables are determined by perceived behavioral control, technological innovativeness, relevance, task familiarity , social norms, moral norms, knowledge of search domain, self -efficacy, accessibility, and performance risk. Suggestions from this study is that SMEs batik is still less adopt information technology in the production process , management , and marketing SMEs can maintain local cultural values and social norms believed .

Keywords : *Batik's Small and Medium Enterprise –technology acceptance – planned behavior – local culture*

1. INTRODUCTION

Batik industry is one of the main economic activities in the corridor of Java , especially Yogyakarta - Surakarta corridor . According to the Ministry of Industry (2012) , the number of businesses in this sector as much as 48,300 , and form the majority of Small and Medium Enterprises (SMEs) . The results of the analysis of Bank Indonesia (2012) showed that in the last five years the

industry 's performance tends to decrease . If in 2007 , the production value is reached Rp 3.2 trillion and absorb 800,000 workers , then in 2011 the production value of Rp 2.98 trillion stay and just absorb 780,000 workers . National batik industry tends to decrease one of which is caused by the presence of new competitors , namely batik from China (Bank Indonesia , 2012; Ngatindriatun and Ikasari , 2011) . Batik from China entered the domestic market since the ACFTA agreement

enforced , and can instantly seize the domestic market (Aldida and Santosa , 2013) . China is able to sell batik at a low price , because the batik industry in China is able to operate efficiently through the use of information technology (Low et al . , 2011; Chau , 2001; Hidayat , 2012) . Meanwhile , domestic batik SMEs have not been able to operate efficiently and marginal for the management / business management and marketing is still the traditional way , and not adopting information technology (Sabandi , testifying , and Sohidin , 2011; Susilo , 2009) . On the other hand , theoretical and empirical showed that the use of technology in SMEs has been shown to improve performance , improved planning , business management (Hossain and Quaddus , 2011) , ease of transaction activity (DYT and Halabi , 2007) , and lower transaction costs (Ramdani and Kawalek , 2007; Kleijnen et al . 2004) . The use of information technology also improves network marketing internationally (Ndubisi and Males , 2003) . Accordingly, this study aims to identify the determinants that affect the adoption of technology by SMEs batik in Surakarta - Yogyakarta corridor .

2. LITERATUR REVIEW AND HYPOTHESIS

Technology adoption is a process consisting of a technical innovation of new organizational practices for the procurement of equipment, product creation, implementation of processes, policies, and projects (Weng and Lin, 2011). Several studies have tried to formulate the critical success factors of technology adoption in SMEs. Lin and Ho in Weng and Lin (2011), found that the adoption of technology in the enterprise is influenced by three factors. First, the cost factors include the relative costs and benefits. Second, technological factors include relative advantage, compatibility, and complexity of the technology. Third, the organizational factors include organizational support, human resources, and the size of the company. Factors Fourth, the environmental factors that include stakeholder pressure, government support, and environmental uncertainty.

Technology factor

Weng and Lin (2011) , explains that the technological characteristics of an innovation will influence the technology adoption process . Karakteristik technology in question include the complexity , compatibility , relative advantage , ease of use , perceived usefulness , and intensity information . Perceived characteristics of a technological innovation is considered as cognitive beliefs that are reflected in the organization's attitude towards innovation . Based on the proposed model Lin and Ho , (2011) ; Weng and Lin (2011) , conducted a study that focuses on the complexity , compatibility and relative advantage because these three characteristics have consistently been found to influence the adoption behavior is more significant than other characteristics (Lin and Ho , 2011 ; Rogers , 2003 ; Sia et al . , 2004 ; Tornatzky and Klein , 1982) .

complexity

Complexity is defined as the extent to which a technology is considered relatively difficult to learn and use . The high complexity of a technology will increase the difficulty in the transfer of knowledge and technology diffusion to SMEs . The complexity of the technology can lead a person into a negative attitude towards the technology . Thong (1999) reported that the perceived complexity of information systems is one of the factors inhibiting SMEs in adopting information technology . Weng and Lin (2011) , found that the perception of the complexity of the technological innovation is negatively related to the adoption of technology by SMEs . This is because that a technology that has a high level of complexity that will require great effort and a long time to learn it .

Compatibility

Compatibility is defined as the degree to which an innovation is considered consistent with the existing values , experiences and needs of the company (Rogers in Weng and Lin , 2011) . SMEs will tend to use a system if the system is in accordance with the needs of the job . The suitability of a new technology with the characteristics of the company , the company's technical knowledge , and the needs of the company is a very important consideration in the adoption

of technology . Research conducted by Weng and Lin (2011) , found that the perception of compatibility is positively related to the adoption of technology by SMEs . That's because to reduce objections to the diffusion of new technologies , SMEs are more likely to choose to adopt technologies that are compatible with the operational knowledge possessed by the SMEs . Studies conducted by Thong (1999) on SMEs suggests that the information system is compatible with existing work practices in SMEs , the SMEs will tend to adopt the technology . Studies conducted Zhu , Dong , Xu and Kraemer (2006) after the company reported that the compatibility of technology adoption is the strongest predictor of the use of e -business . Crespo and Rodrigues (2008) also showed significant if compatibility is positively related to the attitude of using technology .

Organizational factors

Several studies have found that organizational characteristics influence on technology adoption . Kimberly and Evanisko ; Tornatzky and Fleischer in Weng and Lin (2011) , states that an organization characteristic variables that affect the adoption of technology in organizations , among others, the quality of human resources , skills and top management leadership , organizational support , an Organization culture , and organizational size on innovation technical . Weng and Lin (2011) , conducted a study that focused on the influence of the quality of human resources , organizational support , and company size on technology adoption of SMEs . Weng and Lin (2011) , found that the human resources in SMEs affect the successful adoption of the technology , since technology adoption is a series of complex knowledge transfer process , thus requiring individuals kompoeten and able to learn . It is therefore concluded that the SMEs that have the human resources of good quality will be faster and more ready to adopt the technology .

Quality of Human Resources

Research Weng and Lin (2011) with four HR indicators , namely the sharing of knowledge among employees , can easily learn new technologies , can easily use new technology to solve the problem and may provide new ideas for the company indicates that the quality of human resources has a positive influence against pengapdosian green innovations . Employees with competent learning ability will tend to increase their absorptive capacity through training programs that promote the adoption of a technology . An organization concerned about the new ideas will affect the propensity to adopt new technologies . Therefore , companies that have qualified human resources that will both tend to adopt new technologies . Taylor and Owusu (2012) reported that the lack of qualified staff inhibits two Gana export handicraft SMEs to adopt the technology . Thong (1999) also stated that greatly affect employee knowledge SME SMEs themselves to adopt information systems .

Top Management Support

In addition to the human resources of SMEs , organizational management support is crucial to technology adoption . Support organization is the extent to which the company helps employees use a particular technology or system . For the development of environmental management , organizational support is very important because employees will be motivated to carry out the activities and resources necessary to adopt technological innovations will be more readily available . In addition , top management plays a vital role in supporting the organization . Many innovations require the cooperation and coordination of different departments and divisions during the process of technology adoption . To ensure the successful adoption , adoption initiatives supported and driven from top management . It can be concluded that the effect of organizational support on technology adoption of SMEs (Weng and Lin, 2011).

Organizational readiness

Organizational readiness , refers to the extent to which an organization has the infrastructure , financial resources , and have

knowledge of the information technology necessary to adopt a technology . Many studies have shown that a lack of expertise and lack of IT knowledge is a major obstacle in the field of IT adoption . Thong (1999) and Jeon , Han and Lee (2006) argues that for the successful adoption of e - business , SMEs need managers or owners of SMEs who are knowledgeable about IT . Jun and Cai (2003) in a study of small manufacturing firms in the U.S. , revealed that the barriers to adopt due to the lack of knowledge in understanding IT . Furthermore , a study conducted by Tayor and Owusu (2012) on two small exporting handicraft SMEs in Gana reported that the lack of infrastructure and the high cost of internet technology inhibits the SMEs to mengadosi Internet and e - commerce . Both companies stated that they would like to use e - commerce to their export activities but because of the high cost and scarcity of some telecom infrastructure makes both frustrating SMEs to adopt Internet and e - commerce.

Perceptions Costs

The perception of the cost was found to be an important factor in information technology adoption decisions . Cost is considered as one of the barriers to adopting information technology for small and medium businesses , as minimya financial resources . Seyal and Rahim (2006) suggested that the cost of technology adoption which includes high maintenance costs , operating costs and will reduce the cost of expensive training SMEs intention to use EDI . Chwelos , Benbasat and Dexter (2000) also reported that one of intent for IT mengadosi , determined by the financial resources of the company , the greater the financial , the greater the company's intention to adopt .

Relative advantage

Relative advantage is defined as the perception that innovation is more profitable than the idea of a replacement . Benefits or perceived benefits can be measured in terms of economic and social , such as comfort and satisfaction of SMEs to the new technology . Companies are more likely to adopt technology that can deliver better

performance and higher economic returns compared with other technologies . Relative advantage is positively related to the adoption of innovations (Rogers , 2003; Tornatzky and Klein , 1982) . The same was found by Weng and Lin (2011) , that the SMEs will adopt technological innovation if the new technology is able to offer and deliver economic and social benefits are higher than other technologies . In the course of SME , Gemino , Mackay and Reich (2006) also discusses the perception of the advantages of information technology adoption . His study reported that the use of EDI produce strategic benefits and information . Strategic benefits that can improve the competitiveness or create strategic advantage , catch up with competitors , helping to build beneficial relationships with other organizations , improving customer relationships and can respond more quickly to changes . While the benefits of information that can access information more easily , improving management information for strategic planning , improving information for management control , improving the accuracy or reliability of the information , present information in a more concise manner or better format , retrieval and delivery of information or reports more quickly , increasing the volume of information output , increasing the flexibility of information requests . Seyal and Rahim (2006) also reported that the adoption of information technologies provide direct and indirect benefits . Chwelos , Benbasat and Dexter (2000) also found that the direct benefits in the form of operational cost savings and other internal efficiencies arising from , for example , reducing paperwork , reducing data re-entry , and the error rate is reduced and does not directly affect the intention to adopt EDI . Similarly , indirect benefits are the opportunities that arise from the use of EDI , such as improved customer service and the potential for re-engineering process . Thong (1999) also reported that the relative advantage gained from the use of information technology enables SMEs to adopt information technology . Studies conducted Zhu , Dong , Xu and Kraemer (2006) after the adoption of the company's e -business report that the use

of e - business impact on improving coordination with suppliers , decreased procurement costs , inventory costs decrease , more efficient internal processes , increase employee productivity , decreased operating costs , increase sales , sales area widened , and can improve the service to customers .

External Environmental Factors SMEs

The external environment in which the company does business is an important factor that affects the behavior of innovative and green . Environmental variables such as environmental uncertainty , the government support , the type of industry , competition and network connections shown to affect the adoption of technology in the enterprise (Jeyaraj et al . , 2006; Tornatzky and Fleischer , 1990) . Meanwhile, Weng and Lin (2011) , conducted a study that found that the uncertainty of the environment , government support , and stakeholder pressure are the variables that significantly influence the success of technology adoption in SMEs .

Environmental uncertainty

Weng and Lin (2011) , stating that it is the uncertainty of the business environment is unpredictable changes that include customer preferences , technological development , and perceived competitive behavior manager . These three things are considered as the most relevant characteristics of the environment in influencing corporate decision-making . Weng and Lin (2011) , also added that in uncertain business circumstances , corporate managers will tend to be more proactive and innovative than managers who face a stable business environment . Environmental uncertainty refers to unexpected changes in customer preferences , technological development and competitive behavior perceived by managers . This has been seen as the most relevant environmental characteristics that affect the company's decision making (Li and Atuahene - Gima , 2002) . Managers face an uncertain business environment tend to be more proactive and use more innovative strategies than managers in less turbulent environments . Under the environment of high uncertainty , the company will attempt to collect and process

information frequently and quickly to cope with environmental change (Gupta and Govindrajana , 1991) , and also tend to pay more efforts to increase the level of innovation and technical innovation to maintain competitive advantage (Damanpour , 1991; Kimberly and Evanisko , 1981, Zhu and Weyant , 2003) , because it adopted the technology can be considered as a process of technical innovation that can improve the environmental performance of the company , the adoption of information technology is expected to be positively associated with perceived environmental uncertainty .

Government Support

Government support proved to be an important factor in determining the success of technology adoption of SMEs . Government plays an important role in promoting technological innovation in the company through some kebijakan , such as providing financial incentives , technical resources , pilot projects , and tax breaks (Tornatzky and Fleischer , 1990; Scupola , 2003) . Kaynak , Tatoglu and Kula (2005) states that Internet use can reduce the barriers to exporting faced by SMEs and lower costs to expand their geographic reach . But these efforts will not be realized , if the government does not want to support SMEs . Jeon , Han and Lee (2006) reported that the presence of financial assistance , and the provision of infrastructure will motivate SMEs to willing to use information technology . Natural and Noor (2009) also stated that the government support in the form of infrastructure technology has an important role in pengapdosian ICT by SMEs . Furthermore , a study conducted by Taylor and Owusu (2012) on two small exporting handicraft SMEs in Ghana reported that the lack of infrastructure and the high cost of internet technology inhibits the SMEs to mengadosi Internet and e - commerce . Both companies stated that they would like to use e - commerce to their export activities but because of the high cost and scarcity of some telecom infrastructure makes both frustrating SMEs to adopt Internet and e - commerce . Both craft SMEs also complain because of the difficulty getting financial assistance from banks or financial institutions in his country

to adopt the technology used . This makes both the SME sometimes delay in producing orders from their customers . As a consequence , they revealed that some customers have switched to the Middle East , particularly China , India , and Bangladesh to supply them because these countries are able to deliver on time .

The Role of Stakeholders

Stakeholders are individuals or groups who affect and are affected by the activities of the company , where they play an important role in the organization's environment (Weng and Lin , 2011) . In a study conducted Weng and Lin (2011) , found that the stakeholders is a prominent element in determining technology adoption . That's because many organizations carry out activities to satisfy their key stakeholders . So the pressure is significantly affected stakeholders on technology adoption in SMEs .

Business Environment Competitive Pressure

Competition , means life business environment in which the business operates . An intense competition may encourage companies to be innovative . Chwoles , Benasat and Dexter , (2000) reported that the competitive pressures associated with the company's ability to maintain or improve competitiveness in the industry affect the intention to adopt EDI or IT . This makes sense , as more and more competitors are using information technology , SMEs will also adopt information technology to maintain their own positions . Based on the description above, the following hypothesis is formulated .

Pressure Customers or Suppliers

Regardless of the government's support , another factor that drives the adoption of technology in SMEs is pressure from customers / suppliers . Studies conducted by Weng and Lin (2011) addressed that the pressure is positively related in terms of technology adoption . Amoros , Planellas and Foguet (2007) suggests that consumers and suppliers of SMEs using the Internet in their

business processes , which will be a multiplier factor will be more and more companies to get involved in the use of technology . In the context of information technology by SMEs pengapdosian Batik , can be explained that when customers and suppliers of raw materials requires SMEs Batik to use information technology , it is the intention to perform pengapdopsian information technology will increasingly be realized . Based on the description above, the following hypothesis is formulated .

Pressure Regulation

Pressure regulation refers to the rules given by the government or industry associations to adopt the technology . Weng and Lin (2011) addressed that the pressure is positively related regulations in relation to the adoption of technology . Weng and Lin (2011) measured the pressure regulation with two indicators , the government set environmental regulations for business operations and industry association requires us to conform to environmental regulations .

3. RESEARCH METHOD

The study design is the first year the survey research field (field survey) . The design was chosen so that all the data generated in this study actual conditions or environment experienced by SMEs batik . Through this way , the researcher does not have control over variables , so the data obtained describe the actual behavior and circumstances . The method of analysis in the study is the first quantitative approach . This approach was chosen because in this study in addition to the description of the factual information technology adoption , a complete , in-depth , and thorough . Moreover , at this stage is also measured and the numerical data are used .

In the course of years of research into the relationship -I test and the meaning of the relationship between variables will use the Structural Equation Model (SEM) . Having obtained the following variables with parameters on the behavior of batik SMEs in adopting information technology , the next step to create a model of management information systems , accounting information system model , a model business practices ,

models of business management , and marketing models in batik SMEs . Preparation of the model / prototype will be guided technology adoption models . Targeted research in the first year is a prototype of a product of information technology in SMEs batik .

4. RESULT AND ANALYSIS

The study design is the first year the survey research field (field survey) . The design was chosen so that all the data generated in this study actual conditions or environment experienced by SMEs batik . Through this way , the researcher does not have control over variables , so the data obtained describe the actual behavior and circumstances . The method of analysis in the study is the first quantitative approach . This approach was chosen because in this study in addition to the description of the factual information technology adoption , a complete , in-depth , and thorough . Moreover , at this stage is also measured and the numerical data are used .

In the course of years of research into the relationship -I test and the meaning of the relationship between variables will use the Structural Equation Model (SEM) . Having obtained the following variables with parameters on the behavior of batik SMEs in adopting information technology , the next step to create a model of management information systems , accounting information system model , a model business practices , models of business management , and marketing models in batik SMEs . Preparation of the model / prototype will be guided technology adoption models . Targeted research in the first year is a prototype of a product of information technology in SMEs batik .

Table 1. Value Factor Loading and AVE Convergent Validity Testing Results

Variabel	Faktor Loading
BIAYA (AVE=0,619)	
BY1 : Penggunaan TI butuh dukungan biaya yang besar	0,811
BY2 : Penggunaan TI butuh biaya perawatan yang besar	0,777
BY3 : Penggunaan TI butuh biaya pelatihan yang besar	0,863
BY4 : Penggunaan TI butuh waktu pelatihan	0,750
BY5 : Penggunaan TI membutuhkan biaya yang lebih besar dibandingkan manfaatnya	0,727
DUKUNGAN VENDOR (AVE=0,743)	
DV1 : Vendor menyediakan dukungan pelayanan jika terjadi kesulitan dalam menggunakan TI	0,861
DV2 : Vendor menyediakan pelatihan menggunakan TI	0,802
DV3 : Vendor akan memperbaiki jika terjadi kesalahan TI	0,920
KEUNTUNGAN (AVE=0,520)	
KEU1 : Penggunaan TI dapat meningkatkan reputasi	0,703
KEU2 : Penggunaan TI dapat memberi manfaat ekonomi	0,696
KEU3 : Penggunaan TI dapat mengurangi biaya produksi	0,668
KEU5 : Penggunaan TI dapat memperbaiki hubungan dengan pelanggan	0,739
KEU6 : Penggunaan TI dapat memperbaiki hubungan dengan pemasok	0,767
KEU7 : Teknologi informasi dapat mendorong kinerja	0,750
KOMPLEKSITAS (AVE=0,553)	
KMPX1 : Belajar menggunakan TI merupakan hal sulit.	0,678
KMPX2 : Memahami penggunaan TI merupakan hal sulit.	0,824
KMPX3 : Berbagai pengetahuan TI merupakan hal sulit.	0,792
KMPX4 : Menggunakan TI membutuhkan ketrampilan.	0,680
KMPX5 : Menggunakan TI membutuhkan pengalaman.	0,733
KOMPATIBILITAS (AVE=0,558)	
KOM1 : Menggunakan TI sesuai budaya bisnis.	0,811
KOM2 : Menggunakan TI sesuai visi bisnis.	0,701
KOM3 : Menggunakan TI sesuai nilai-nilai bisnis.	0,780
KOM4 : Menggunakan TI sesuai praktek bisnis.	0,960
DUKUNGAN PEMERINTAH(AVE=0,666)	
DP1 : Pemerintah mendorong mengadopsi TI	0,837
DP2 : Pemerintah menyediakan dukungan TI	0,787
DP4 : Pemerintah memberikan pelatihan penggunaan TI	0,823
KETIDAKPASTIAN LINGKUNGAN(AVE=0,582)	
KL1 : UKM semakin sulit memprediksi pesaing	0,845
KL2 : Pesaing UKM semakin banyak	0,874
KL3 : Pesaing UKM semakin mempelajari pasar	0,736
KL4 : Kesulitan UKM memprediksi preferensi pelanggan	0,697

Table 2 Value Latent Variable Correlations Discriminant Validity Testing Results

VARIABEL	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. BIAYA	0,787													
2. DUKUNGAN PEMERINTAH	-0,198	0,816												
3. DUKUNGAN VENDOR	-0,258	0,213	0,862											
4. KESIAPAN ORGANISASI	-0,188	0,453	0,424	0,813										
5. KETIDAKPASTIAN LINGKUNGAN	-0,036	0,261	0,143	0,198	0,763									
6. KEUNTUNGAN	-0,165	0,436	0,407	0,414	0,311	0,721								
7. KOMPATIBILITAS	-0,059	0,234	0,328	0,412	0,227	0,299	0,747							
8. KOMPLEKSITAS	0,88	-0,167	-0,233	-0,253	-0,04	-0,037	-0,092	0,744						
9. KUALITAS SDM	-0,138	0,235	0,139	0,318	0,206	0,495	0,155	-0,015	0,836					
10. NIAT	-0,228	0,212	0,449	0,476	0,241	0,36	0,399	-0,133	0,268	0,854				
11. PERSAINGAN	-0,393	0,269	0,31	0,445	0,12	0,282	0,157	-0,349	0,19	0,357	0,837			
12. SIKAP	-0,389	0,559	0,488	0,568	0,322	0,616	0,389	-0,278	0,507	0,673	0,555	0,867		
13. TEKINANAN KONSUMEN	-0,334	0,514	0,418	0,449	0,275	0,348	0,193	-0,247	0,278	0,389	0,506	0,633	0,953	
14. TEKANAN PERATURAN	-0,175	0,425	0,43	0,663	0,237	0,611	0,268	-0,117	0,695	0,378	0,388	0,672	0,495	0,738

Testing Reliability

Reliability test is used to measure the internal consistency of the measuring instrument used in this study. In a reliability study using the uni Composite Reliability and Cronbachs Alpha. Cronbachs Alpha is used to measure the lower limit value of the reliability of a construct, while the Composite Reliability is used to measure the true value of the reliability of a construct. The test results obtained in this study Cronbach's

alpha value is above 0.70. These results indicate that the constructs in this study has been reliable. While the value of the resulting composite reliability is greater than 0.7. This fact supports that the constructs in this study had been reliable.

Table 3 Value Composite Reliability and Cronbach Alpha

Variabel	Composite Reliability	Cronbachs Alpha
Biaya	0,890	0,846
Dukungan Pemerintah	0,857	0,751
Dukungan Vendor	0,896	0,828
Kesiapan Organisasi	0,907	0,871
Ketidakpastian Lingkungan	0,873	0,825
Keuntungan	0,866	0,815
Kompatibilitas	0,834	0,747
Kompleksitas	0,860	0,807
Kualitas SDM	0,872	0,794
Niat	0,931	0,907
Persaingan	0,875	0,786
Sikap	0,923	0,889
Tekanan Konsumen	0,951	0,898
Tekanan Peraturan	0,827	0,722

Perception Relations Costs, Profits, and the Vendor Support SMEs Batik Adopt intension of Technology

Based on the results of testing the structural model found that the variability of intention to adopt the technology in SMEs Batik can be explained by the attitude of 45.4% variable. While the attitude variability can be explained by the variable cost perception, perception of benefits and vendor support of 50.6%.

Table 4 Value Path Coefficients (direct effects, indirect and total effects) Relationship Testing Results Perception Costs, Profits, and Vendor Support with the intension of Technology Adoption

Variabel	R ²	Efek langsung	Tidak langsung	Total efek
Efek terhadap sikap				
	50,6%			
Biaya		(-0,250) 2,424	-	(-0,250) 2,424
Keuntungan relatif		(0,484) 4,378	-	(0,484) 4,378
Dukungan vendor		(0,226) 2,080	-	(0,226) 2,080
Efek terhadap niat mengadopsi				
	45,4%			
Biaya		-	(-0,168) 2,316	(-0,168) 2,316
Keuntungan relatif		-	(0,326) 4,098	(0,484) 4,098
Dukungan vendor		-	(0,152) 1,921	(0,152) 1,921
Sikap		(0,674) 8,502	-	(0,674) 8,502

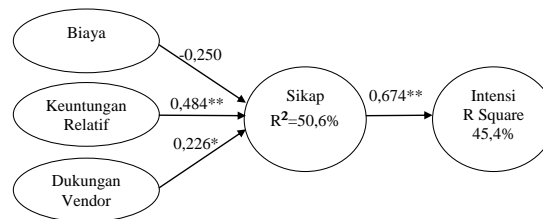


Figure 1. Structural Relationship Model Perceived Cost, Profit, and Vendor Support Against Technology Adoption Intention

Based on estimates by the PLS is known that the relationship between attitude towards SMEs Batik intention to adopt information technology is positive ($\beta = 0.674$) and significant ($t = 8.502 > 1.96$) . It is clear that the use of information technology is a good idea and assessed by SMEs Batik will be beneficial because it can improve the performance of SMEs . These findings reinforce the findings of Thong (1999) which suggests that SMEs have a more positive attitude towards the characteristics of information systems is more likely to adopt high technology information . The test results showed that the perception of adoption costs had a negative impact ($\beta = -0.25$) on attitudes . This is in line with basic economic theory , when the price offered is higher then the consumer will think again to buy the product , and this applies to SMEs . The reason this happens because of the negative attitude of SMEs Batik managers perceive that to adopt the technology required a high cost both of the price system , the cost of maintenance and training costs . In addition SMEs Batik also perceive that to adopt the necessary information technology training long enough and perceived greater costs than benefits. Meanwhile , judging from the type of business scale , generally Batik SME finance only able to produce the goods and the provision of salaries to its employees . Indirect costs are also significantly negative perception towards adopting intention . So it is natural that managers of SMEs have a low attitude and intention to adopt the system . These findings are consistent with the findings Seyal and Rahim (2006) who argued

that the high cost of technology adoption , high maintenance costs , operating costs and training costs turned out to be expensive to dissuade an SME to use information technology .

Regardless of SMEs Batik negative towards the cost , it turns on the estimation of relative advantage variable positively influence the attitudes of 0.484 with variable degrees of error of 1% and indirectly significantly to the intention to adopt . It is clear that SME managers Batik agree that the use of information technology to enhance the reputation , economic benefits , reduce production costs , may improve customer relationships , improve relations with suppliers as well as to boost performance . Positive perceptions toward information technology , was able to effect a positive attitude towards the management of SMEs Batik , and in turn will increase the SME manager 's intention to adopt information technology systems . The more benefits offered from the information technology , the more positive attitude of managers of SMEs Batik and eventually will encourage SMEs desire to adopt information technology . The results of this study are in line with research conducted by Gemino , Mackay and Reich (2006) which showed that the use of EDI produce strategic benefits and information . Strategic benefits that can improve the competitiveness or create strategic advantage , catch up with competitors , helping to build beneficial relationships with other organizations , improving customer relationships and can respond more quickly to changes . While the benefits of information that can access information more easily , improving management information for strategic planning , improving information for management control , improving the accuracy or reliability of the information , present information in a more concise manner or better format , retrieval and delivery require greater cost compared to the benefits of information or reports more quickly , increasing the volume of information output , increasing the flexibility of information requests .

SME perceptions of the need for vendor support is also welcomed by the attitude of SMEs Batik . This relationship is indicated by the value of the beta coefficient of 0.226 . The

existence of support services in the event of difficulties in using information technology , and training, how to use information technology , as well as help to improve the system in the event of an error of information technology is one way to encourage SMEs Batik intention to be willing to increase the adoption of information technology in SMEs . With the support of the vendor SMEs do not have to worry anymore to spend a lot of costs for training and send technician uses when the system is broken. Thus , the support of the vendors while reducing barriers to technology adoption due to the perception of high costs incurred by SMEs Batik .

Technology Factors relations with SMEs Batik Adopt intension of Technology Barriers to adopting technology SMEs Batik is not only influenced by the financial ability alone . SME managers perception of the complexity or difficulty level of technology lead to a negative attitude (beta = -0.243) . SME managers assess that information technology would be difficult to learn , understand , and to use it requires experience , knowledge and skills. This makes the management of SMEs prefer to avoid adopting technology rather than information they need to study hard and take a long time to be familiar with the information technology . The complexity of the technology is not only a negative impact on attitudes alone , but also indirectly lowers SMEs Batik intention to adopt (beta = -0.165) . Efforts to minimize concerns regarding SMEs Batik system complexity , the information technology designers need to consider factors such.

Table 5. Value Path Coefficients (direct effects, indirect and total effects) Relationship Testing Results Factor Technology with Technology Adoption Intention

Variabel	R ²	Efek langsung	Tidak langsung	Total efek
Efek terhadap sikap	21,1%			
Kompatibilitas		(0,368) 3,562	-	(0,368) 3,562
Kompleksitas teknologi		(-0,243) 2,686	-	(-0,243) 2,686
Efek terhadap niat mengadopsi	45,8%			
Kompatibilitas		-	(0,249) 3,168	(0,249) 3,168
Kompleksitas teknologi		-	(-0,165) 2,633	(-0,165) 2,633
Sikap		(0,676) 8,314	-	(0,676) 8,314

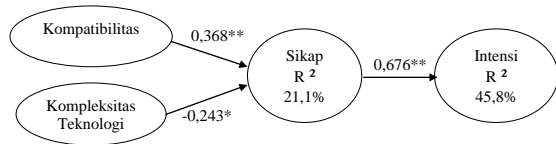


Figure 2. Structural Relationship Model with Technological Factors Technology Adoption Intention

On the other hand , managers of SMEs Batik also provide a positive attitude towards information technology compatibility . Managers of SMEs stated that if information technology is offered in accordance with the business culture , business vision , business values and business practices , the management of SMEs Batik likely will want to receive the information technology . Rationally , when it adopted systems can be applied in SMEs , the SMEs Batik activity will be easier to work with and controlled . For the designers of information systems are expected to understand the suitability of the information technology systems of culture , vision , values , and business practices , which in turn can encourage managers of SMEs Batik to adopt information technology . Environmental Factors and Organizational relationships with SMEs Batik Adopt intension of Technology Based on estimates by the PLS was found that the readiness of the organization is positively related to the attitude of 0,281 . Readiness of organizations which include a commitment to implement information technology , SMEs are ready to support financial , HR SME has the readiness to use information technology , SMEs have the readiness to use information technology infrastructure , and SME members have the knowledge to operate information technology , is a driving factor of SMEs to adopt technological information . Quality of human resources has been found to be a factor affecting SME 's intention to adopt information technology . Positive relationship between the variable quality of human resources with the attitude that the members of the SME explained easily learn to use information technology , SME members can share their knowledge of information technology , as well as members of the SMEs have the creativity to continue to learn to use the technology to use the technology will be

judged as a good idea , and in turn will improve SME managers intention to adopt information technology systems . Government support for the provision of training on how to use information technology , finance and lending infrastructure manager greeted with a positive attitude SMEs . It is very reasonable considering the scale of SMEs is relatively small effort and minimal in terms of financial , while the adoption of a system requires a high cost and availability of infrastructure . Government support can motivate batik SMEs to adopt information technology . Jeon , Han and Lee (2006) reported that the presence of financial assistance , and the provision of infrastructure will motivate SMEs to willing to use information technology . Natural and Noor (2009) also stated that the government support in the form of infrastructure technology has an important role in pengapdosian ICT by SMEs . Furthermore , a study conducted by Taylor and Owusu (2012) on two small exporting handicraft SMEs in Gana reported that the lack of infrastructure and the high cost of internet technology inhibits the SMEs to mengadosi Internet and e - commerce.

Table 6. Value Path Coefficients (direct effects, indirect and total effects) Relationship Testing Results Organizational and Environmental Factors

Variabel	R ²	Efek langsung	Tidak langsung	Total efek
Efek terhadap sikap 70,5%				
Kesiapan organisasi		(0,281) 2,368	-	(0,281) 2,368
Kualitas SDM		(0,226) 2,142	-	(0,226) 2,142
Ketidakpastian Lingkungan		(0,078) 1,400	-	(0,078) 1,400
Dukungan Pemerintah		(0,175) 2,192	-	(0,175) 2,192
Tekanan konsumen		(0,199) 2,004	-	(0,199) 2,004
Tekanan kompetitor		(0,210) 2,242	-	(0,210) 2,242
Tekanan peraturan		(0,055) 0,536	-	(0,055) 0,536
Efek terhadap niat mengadopsi 45,5%				
Kesiapan organisasi		-	(0,190) 2,293	(0,190) 2,293
Kualitas SDM		-	(0,152) 2,012	(0,152) 2,012
Ketidakpastian Lingkungan		-	(0,052) 1,205	(0,052) 1,205
Dukungan Pemerintah		-	(0,118) 2,130	(0,118) 2,130
Tekanan konsumen		-	(0,134) 1,752	(0,134) 1,752
Tekanan kompetitor		-	(0,141) 2,089	(0,141) 2,089
Tekanan peraturan		-	(0,037) 0,368	(0,037) 0,368
Sikap		(0,673) 8,351	-	(0,673) 8,351

Consumer pressure is also found as factors influencing SMEs Batik to adopt information technology. Positive value (beta = 0.199) can be interpreted that consumer pressure to improve performance and standardized production requires good response by the attitude of SMEs. A positive attitude is a form of commitment and minimize the loss of customers. When SMEs Batik does not comply with the customer, then the potential for greater customer left. This finding is consistent with the finding Planellas and Foguet (2007) which suggests that consumers and suppliers of SMEs using the Internet in their business processes, which will be a multiplier factor will be more and more companies to get involved in the use of technology.

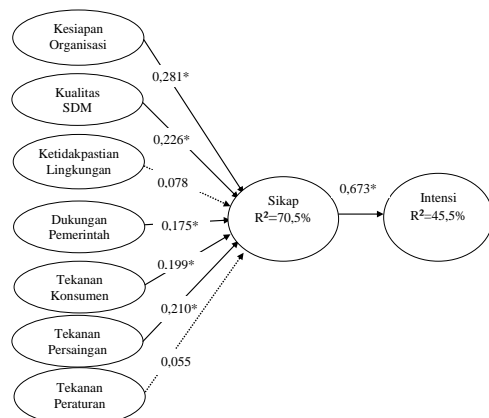


Figure 3. Structural Relations Model Factors and Organizational Environment with SMEs Batik Adopt Intension of Technology

The results of the analysis addressing the positive influence (beta = 0.210) between the competitive pressures / competition with attitude. Concerns SMEs Batik compete with competitors and the fear of lagging behind the other SME members who use information technology SMEs to encourage members to adopt information technology systems. This realistic, as more and more competitors are using information technology, it is the SMEs will also be forced to adopt information technology to maintain the position. This finding is in line with the findings Chwoles, Benasat and Dexter, (2000) reported that the competitive pressures associated with the company's ability to maintain or improve competitiveness in the industry affect the intention to adopt EDI or IT.

5. CONCLUSION

The rate of adoption of information technology in SMEs Batik is largely determined by the cost incurred in the process of adoption of the technology, the benefits obtained when SMEs Batik adopting information technology, and vendor support to SMEs Batik when adopting information technology. The study also found that barriers in technology is also a factor considered by SMEs Batik adopting information technology. Factors such technology is the compatibility and complexity of the technology. Factor which determines the adoption of information technology in the next batik SMEs SME organizational readiness, quality of human resources in SMEs Batik, government support, consumer pressure and the pressure of competition. In the present study found no significant relationship between environmental regulatory pressures and uncertainty with the intention of adoption of information technology in SMEs Batik.

6. REFERENSI

- Ajzen, I., (1991), The Theory of Planned Behavior, *Organization Behavior and Human decision Processes*, Vol. 50: 179-211.
- Al Somali, S.A., Ghomali, R dan Clegg, B. (2009) An investigation into the acceptance of online banking in Saudi Arabia. *Technovation*. 29: 130-141
- Alam,S.,S. dan Noor, M.,K.M. (2009), ICT Adoption in Small and Medium Enterprises: an Empirical Evidence of Service Sectors in Malaysia, *International Journal of Business and Management*, Vol.4 : 112-125
- Aldida, B., dan P.B. Santoso (2013), Analisis Produksi Dan Efisiensi Industri Kecil Dan Menengah (IKM) Batik Tulis Di Kota Semarang, *Diponegoro Journal Of Economics*, Vol. 2(1): 1-10.
- Amin, H. (2007), Technology Adoption Among Young Intellectuals, *Journal of Internet Banking and Commerce*, Vol. 13: 1-13.
- Amoros, J.E., Planellas, M dan Foguet,J.M.B. (2007) Does Internet Technology Improve Performance In Small And Medium Enterprises ? Evidence from

selected Mexican Firms. *Academia, Revista Latinoamericana De Administracion* 39, pp 71-91

Bala-Subrahmanya, M.H. (2005), Technological Innovations in Indian small enterprises: Dimensions, intensity and implications, *Int.J.Technology Management*, Vol. 30(2): 34-41.

Bank Indonesia (2012), *Pola Pembiayaan Usaha Kecil (PPUK) Industri Kerajinan Batik*, Bank Indonesia, Direktorat Kredit, BPR dan UMKM: Jakarta

Chau, P.Y.K. (2001), Inhibitors to EDI adoption in small businesses: An empirical investigation, *Journal of Electronic Commerce Research*, Vol. 2(2): 78-88.

Chwoles, P., Benasat, I., dan Dexter, A.S. (2000), *Empirical Test of an EDI Adoption Model*. Paper Was Presented As A Work-In-Progress Paper At ICIS 1997.

Crespo, A.,H dan Rodrigues, I.A .(2008) Explaining B2C e-commerce acceptance: An integrative model based on the framework by Gatignon and Robertson, *Interacting with Computers*. 20 : 212–224

Davis, F.D. (1989), Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology, *MIS Quarterly*, Vol. 13(3): 319-340.

Davis, F.D. (1993), User Acceptance of Information Technology: System Characteristics, User Perceptions, and Behavioral Impact, *International Journal Management Machine Studies*, Vol. 38: 475-487.

Delon,W.H & Mclean, E.R. (2003), The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information System* Vol. 19, No. 4, pp 9-30

DeLone W.H. and E.R. McLean (2004), Measuring e-commerce success: applying the DeLone & McLean information systems success model, *International Journal of Electronic Commerce*, Vol. 9(1): 31-47.

Dyt, R. dan A.K. Halabi (2007), Empirical evidence examining the accounting information systems and accounting reports

of small and micro business in Australia, *Small Enterprise Research*, Vol. 15(2): 1-9.

Galantone, R.J., D.A. Griffith, and G. Yalcinkaya (2006), An Empirical Examination of A Technology Adoption for the Context of China, *Journal of International Marketing*, Vol. 14(4): 1-27.

Gemino, A., Mackay, N., dan Reich, B.H. (2006) Executive Decisions About Website Adoption In Small And Medium-Sized Enterprises. *Journal of Information Technology Management*. Vol. XVII. Pp, 34-49

Ghobakhloo, M., D. Arias-Aranda, and J. Benitez-Amado (2011). Adoption of e-commerce applications in SM Es. *Industrial Management & Data Systems*, Vol. 111(8), 1238-1269.

Grande, E. U., R.P. Estebanez, and C.M. Colomina (2011). The impact of accounting information systems (AIS) on performance measures: empirical evidence in Spanish SMEs. *The International Journal of Digital Accounting Research*, Vol. 111: 25-43.

Hidayat, A. (2012), Efisiensi Produksi Kain Batik Cap. *Jurnal Ekonomi Pembangunan*, Vol. 13(1): 79-95.

Hong, W., Thong, J.Y.L., Wong, W.M., dan Tam, K.Y. (2002) Determinants of User Acceptance of Digital Libraries: An Empirical Examination of Individual Differences and System Characteristics. *Journal of Management Information Systems*. Vol. 18, No. 3, pp. 97–124.

Hossain, M.A. and Quaddus, M. (2011). The adoption and continued usage intention of RFID: an integrated framework. *Information Technology & People*, Vol. 24(3), 236-256.

Hu, P.J.H.,Clark,T. H. K., & Ma,W. W. (2003).Examining technology acceptance by school teachers: A longitudinal study. *Information & Management*, 41(2), 227–241.

Jeon, B.N., Han,K.S., dan Lee, M.J. (2006), Determining Factors For The Adoption Of E-Business: The Case of SMEs in Korea. *Applied Economics*, 38, 1905–1916

Jeong, H (2011). An investigation of user perceptions and behavioral intentions towards the e-library,. *Library Collections*,

- Acquisitions, & Technical Services*, Vol. 35: 45-60.
- Jogiyanto, H.M. (2011). *Konsep dan Aplikasi Structural Equation Modeling Berbasis Varian Dalam Penelitian Bisnis*. Yogyakarta: UPP STIM YKPN.
- Jun, M dan Cai, S. (2003), Key Obstacles To EDI Success: From The Small Manufacturing Companies Perspective. *Industrial Management & Data Systems*, 103/3 Pp,192-203
- Kaynak, E., Tatoglu, E., dan Kula, V. (2005), Ananalysis Of The Factors Affecting The Adoption Of Electronic Commerce By SMEs Evidence From An Emerging Market. *International Marketing Review*, Vol. 22 No. 6. pp. 623-640
- Kim, H.J., Mannino, M. dan Nieschwietz, R.J (2009), Information Technology Acceptance In The Internal Audit Profession: Impact Of Technology Features And Complexity. *International Journal of Accounting Information Systems*. 10: 214–228
- Kim, T.G., Lee, J.H., dan Law, R. (2008). An Empirical Examination Of The Acceptance Behaviour Of Hotel Front Office Systems: An Extended Technology Acceptance Model. *Tourism Management*, 29 Pp. 500-513
- Kleijnen, M., M.Wetzels, and K. de Ruyter, (2004), Consumer Acceptance of Wireless Finance, *Journal of Financial Services Marketing*, Vol. 8 (3): 206-217.
- Latan, H., & Ghozali, I. (2012). *Partial Least Squares Konsep Teknik dan Aplikasi SmartPLS 2.0M3 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Unniversitas Diponegoro.
- Lee S (2008). Drivers for the participation of small and medium-sized suppliers in green supply chain initiatives. *Supp. Chain Manage.*, 13(3): 185-198.
- Lee, M. (2008) Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit, *Electronic Commerce Research and Applications*, Vol. 8: 130-141
- Lee. M. (2009), Predicting and explaining the adoption of online trading: An empirical study in Taiwan. *Decision Support Systems*, 47:133-142
- Lin CY, Ho YH (2011), Determinants of green practice adoption for logistics companies in China. *J. Bus. Ethics*, 98(1): 67-83.
- Low, C., Chen, Y. and Wu, M. (2011). Understanding the determinants of cloud computing adoption. *Industrial Management & Data Systems*, Vol. 111(7): 1006-1023.
- Lu, C, S. Huang and P. Lo, (2010) An Empirical Study of on-line Tax Filing Acceptance Model: Integrating TAM and TPB, *African Journal of Business Management* Vol. 4(5): 800-810
- Ndubisi, N. O. and Jantan, M. (2003). Evaluating IS usage in Malaysian small and medium-sized firms using the technology acceptance model. *Logistics Information Management*, Vol. 16(6): 440-450.
- Ngatindriatun dan H. Ikasari (2011), Effisiensi Produksi Industri Skala Kecil Batik Semarang: Pendekatan Fungsi Produksi Frontier Stokastik, *Jurnal Manajemen Teori dan Terapan*, Vol. 4 (1): 28-36.
- Petter, DeLone, and McLean (2009), Measuring information systems success: models, dimensions, measures, and interrelationships, *European Journal of Information Systems*, Vol. 17 (236-263).
- Porter, C.E dan Donthu, N. (2006) Using the technology acceptance model to explain how attitudes determine Internet usage: The role of perceived access barriers and demographics. *Journal of Business Research* (59): Pp. 999–1007
- Pressman (2003), *Software Engineering: A Practitioner's Approach*, McGraw Hill, New York.
- Rahayu, S.AT. (2009), Keputusan Investasi Sektor Riil dalam Kondisi Risiko dan Ketidakpastian Di Indonesia, *Laporan Penelitian*, LPPM Universitas Sebelas Maret
- Rahayu, S.AT. (2010), Analisis Keputusan Investasi Usaha Mikro, Kecil Dan Menengah Di Indonesia, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.
- Rahayu, S.AT. (2011), Efektivitas Kebijakan Fiskal Pada Masa krisis dan Dampaknya

- terhadap Ekonomi Makro, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.
- Rahayu, S.AT. (2012a), Potensi Tenaga Kerja Indonesia Purna Penempatan Dalam Upaya Peningkatan Ekonomi Melalui Pemberdayaan TKI Purna Mandiri di Subosukawonosraten, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.
- Rahayu, S.AT. (2012b), *Grand Design* Perencanaan Tenaga Kerja Daerah Kabupaten Karanganyar Sebagai Antisipasi Dampak Kompetisi Pasar Global, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.
- Ramdani, B. and Kawalek, P. (2007). SME adoption of enterprise systems in the Northwest of England: An environmental, technological, and organizational perspective. *IFIP International Federation for Information Processing*, Vol. 235: 409-430.
- Ramdani, B., Kawalek, P. and Lorenzo, O. (2009). Knowledge management and enterprise systems adoption by SM Es: Predicting SM Es' adoption of enterprise systems. *Journal of Enterprise Information Management*, Vol. 22(2): 10-24.
- Roberts S, Lawson R, Nicholls J (2006). Generating regional-scale improvements in SME corporate responsibility performance: Lessons from responsibility Northwest. *J. Bus. Ethics*, 67(3): 275-286.
- Rogers EM (2003). *Diffusion of Innovations*. New York: Free Press.
- Rothenberg S, Zyglidopoulos SC (2007). Determinants of environmental innovation adoption in the printing industry: the importance of task environment. *Bus. Strateg. Environ.*, 16(1): 39-49.
- Sabandi, M., Pambudi, D., dan Sohidin (2010), Pengembangan Sistem Informasi dan Komunikasi e-Business dengan Technology Acceptance dan Ajax, *Laporan Penelitian Hibah Stranas Tahun I*, LPPM Universitas Sebelas Maret, Surakarta.
- Sabandi, M., Pambudi, D., dan Sohidin (2011), Pengembangan Sistem Informasi dan Komunikasi e-Business dengan Technology Acceptance dan Ajax, *Laporan Penelitian Hibah Stranas Tahun II*, LPPM Universitas Sebelas Maret, Surakarta.
- Sabandi, M., Pambudi, D., dan Sohidin (2012), Pengembangan Sistem Informasi Pajak Online Melalui TAM dan TPB Untuk Meningkatkan Mutu Layanan, *Laporan Penelitian Hibah Stranas Tahun I*, LPPM Universitas Sebelas Maret, Surakarta.
- Scupola A (2003). The adoption of Internet commerce by SMEs in the South of Italy: an environmental, technological and organizational perspective. *J. Glob. Inform. Tech. Manage.*, 6(1): 52-71.
- Seyal, A.H. dan Rahim, M.M (2006). A Preliminary Investigation Of Electronic Data Interchange Adoption In Bruneian Small Business Organizations. *The Electronic Journal on Information Systems in Developing Countries*. Vol.4 pp. 1-21
- Sia CL, Teo HH, Tan BCY, Wei KK (2004). Effects of environmental uncertainty on organizational intention to adopt distributed work arrangements. *IEEE Trans. Eng. Manage.*, 51(3): 253-267.
- Simpson M, Taylor N, Barker K (2004). Environmental responsibility in SMEs: Does it deliver competitive advantage? *Bus. Strateg. Environ.*, 13(3): 156-171.
- Soesilo, A.M. (2009) Batik Laweyan: Sebuah Usaha Unggulan Lokal Pada Masa Jayanya Menjadi Usaha Marjinal Secara Ekonomi Saat Ini, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.
- Soesilo, A.M. (2010) Analisis Permintaan Beras Rumah Tangga di Solo Raya, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.
- Soesilo, A.M. (2011) Analisis Produksi dan Keuntungan Industri Pengolahan Kopi Pada Kluster Industri di Kabupaten Temanggung, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.
- Taylor, T dan Owusu, E.D.E (2012), Factors Affecting Internet and e-Commerce Adoption among Small and Medium-Sized Enterprise Non-Traditional Exporters: Case Studies of Ghanaian Handicraft Exporters. *European Journal of Business and Management*. Vol 4, No.13.Pp.25-37
- Thong, J.Y.L (1999) An Integrated Model of Information Systems Adoption in Small Businesses. *Journal of Management*

Information Systems. Vol. 15, No.4. pp. 187-214

Thong, J.Y.L., W. Hong, and K.Y. Tarn (2002). Understanding user acceptance of digital libraries: What are the roles of interface characteristics, organizational context, and individual differences? *International Journal Human-Computer Studies*, Vol. 57(3): 215-242.

Tornatzky LG, Fleischer M (1990). *The Process of Technological Innovation*. Lexington, MA: Lexington Books.

Tornatzky LG, Klein KJ (1982). Innovation characteristics and innovation adoption-implementation: a meta-analysis of findings. *IEEE Trans. Eng. Manage.*, 29(1): 28-45.

Venkatesh, V. and Bala, H (2008) Technology Acceptance Model 3 and a Research Agenda on Interventions, *Decision Science*, Vol. 39 (2): 273-312

Venkatesh, V., M.G. Morris, G.B. Davis, F.D. and Davis, F. D. (2003), User Acceptance Of Information Technology: Toward A Unified View, *MIS Quarterly*, Vol. 27: 425-478.

Venkatesh, V., Morris, M. G., Davis, G. B., and Davis, F. D, (2003), User acceptance of information technology: Toward a unified view., *MIS Quarterly*, 27: 425-478

Weng and Lin Wong LT, Fryxell GE (2004). Stakeholder influences on environmental management practices: a study of fleet operations in Honk Kong (SAR), *China. Transport. J.* 43(4):22-35.

Weng, M.H dan Lin, C.Y. (2011) Determinants of Green Innovation Adoption For Small And Medium-Size Enterprises (SMEs). *African Journal of Business Management*. Vol. 5(22), pp. 9154-9163,

Zhu, K. Dong, S. Xu, S.,X dan Kraemer, K.,L. (2006) Innovation Diffusion In Global Contexts: Determinants Of Post-Adoption Digital Transformation Of European Companies. *European Journal of Information Systems*. 15, 601–616.

Local Culture and the Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia

by Leon Akbar

Submission date: 25-Sep-2019 08:53PM (UTC+0700)

Submission ID: 1179778420

File name: g_Local_Culture_and_the_Role_of_Social_Norms__Siti_Aisyah_TR.pdf (431.65K)

Word count: 8619

Character count: 48530

Local Culture and the Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia

Siti Aisyah Tri Rahayu¹⁾, Albertus Maqnuus Soesilo²⁾ Muhammad Sabandi³⁾

¹⁾Faculty of economics and business, Sebelas Maret University
email: aisyahrahayu@yahoo.com

²⁾ Faculty of economics and business, Sebelas Maret University
email: maqnuussoesilo@gmail.com

³⁾ Faculty of teaching and education, Sebelas Maret University
email: muhsabandi@gmail.com

Presented at the: 2014 SIBR Conference on Interdisciplinary Business and Economics Research, 5th-7th June 2014, Bangkok.

Abstract

Batik has been recognized by UNESCO as a world cultural heritage from Indonesia . However , the performance of the industry is likely to decline . In the last four years , the value of production and employment in the industry fell respectively 7.38% and 2.56 % . One of the main problems why this industry is less able to develop the low level of adoption of information technology by businesses (SME) in this industry . This study aims to explain the determinants that determine batik SMEs in adopting information technology . The research was conducted on batik SMEs in Surakarta , Sragen , Klaten and Yogyakarta involving 40 SMEs as respondents . This study used structural equation model and Partial Least Squares estimation (PLS) to develop models of integration TAM - TPB to explain the rate of adoption of information technology in SMEs batik . The research data has very high validity and reliability . This study has found that batik SMEs will adopt information technology is determined by perceived usefulness , perceived ease of use, attitude, subjective norms, and the local culture. Internal variables are determined by perceived behavioral control, technological innovativeness, relevance, task familiarity , social norms, moral norms, knowledge of search domain, self-efficacy, accessibility, and performance risk. Suggestions from this study is that SMEs batik is still less adopt information technology in the production process , management , and marketing SMEs can maintain local cultural values and social norms believed .

Keywords : *Batik's Small and Medium Enterprise –technology acceptance – planned behavior – local culture*

1. INTRODUCTION

Batik industry is one of the main economic activities in the corridor of Java , especially Yogyakarta - Surakarta corridor . According to the Ministry of Industry (2012) , the number of businesses in this sector as much as 48,300 , and form the majority of Small and Medium Enterprises (SMEs) . The results of the analysis of Bank Indonesia (2012) showed that in the last five years the

industry 's performance tends to decrease . If in 2007 , the production value is reached Rp 3.2 trillion and absorb 800,000 workers , then in 2011 the production value of Rp 2.98 trillion stay and just absorb 780,000 workers . National batik industry tends to decrease one of which is caused by the presence of new competitors , namely batik from China (Bank Indonesia , 2012; Ngatindriatun and Ikasari , 2011) . Batik from China entered the domestic market since the ACFTA agreement

enforced , and can instantly seize the domestic market (Aldida and Santosa , 2013) . China is able to sell batik at a low price , because the batik industry in China is able to operate efficiently through the use of information technology (Low et al . , 2011; Chau , 2001; Hidayat , 2012) . Meanwhile , domestic batik SMEs have not been able to operate efficiently and marginal for the management / business management and marketing is still the traditional way , and not adopting information technology (Sabandi , testifying , and Sohidin , 2011; Susilo , 2009) . On the other hand , theoretical and empirical showed that the use of technology in SMEs has been shown to improve performance , improved planning , business management (Hossain and Quaddus , 2011) , ease of transaction activity (DYT and Halabi , 2007) , and lower transaction costs (Ramdani and Kawalek , 2007; Kleijnen et al . 2004) . The use of information technology also improves network marketing internationally (Ndubisi and Males , 2003) . Accordingly, this study aims to identify the determinants that affect the adoption of technology by SMEs batik in Surakarta - Yogyakarta corridor .

2. LITERATUR REVIEW AND HYPOTHESIS

Technology adoption is a process consisting of a technical innovation of new organizational practices for the procurement of equipment, product creation, implementation of processes, policies, and projects (Weng and Lin, 2011). Several studies have tried to formulate the critical success factors of technology adoption in SMEs. Lin and Ho in Weng and Lin (2011), found that the adoption of technology in the enterprise is influenced by three factors. First, the cost factors include the relative costs and benefits. Second, technological factors include relative advantage, compatibility, and complexity of the technology. Third, the organizational factors include organizational support, human resources, and the size of the company. Factors Fourth, the environmental factors that include stakeholder pressure, government support, and environmental uncertainty.

Technology factor

Weng and Lin (2011) , explains that the technological characteristics of an innovation will influence the technology adoption process . Karakteristik technology in question include the complexity , compatibility , relative advantage , ease of use , perceived usefulness , and intensity information . Perceived characteristics of a technological innovation is considered as cognitive beliefs that are reflected in the organization's attitude towards innovation . Based on the proposed model Lin and Ho , (2011) ; Weng and Lin (2011) , conducted a study that focuses on the complexity , compatibility and relative advantage because these three characteristics have consistently been found to influence the adoption behavior is more significant than other characteristics (Lin and Ho , 2011 ; Rogers , 2003 ; Sia et al . , 2004 ; Tornatzky and Klein , 1982) .

complexity

Complexity is defined as the extent to which a technology is considered relatively difficult to learn and use . The high complexity of a technology will increase the difficulty in the transfer of knowledge and technology diffusion to SMEs . The complexity of the technology can lead a person into a negative attitude towards the technology . Thong (1999) reported that the perceived complexity of information systems is one of the factors inhibiting SMEs in adopting information technology . Weng and Lin (2011) , found that the perception of the complexity of the technological innovation is negatively related to the adoption of technology by SMEs . This is because that a technology that has a high level of complexity that will require great effort and a long time to learn it .

Compatibility

Compatibility is defined as the degree to which an innovation is considered consistent with the existing values , experiences and needs of the company (Rogers in Weng and Lin , 2011) . SMEs will tend to use a system if the system is in accordance with the needs of the job . The suitability of a new technology with the characteristics of the company , the company's technical knowledge , and the needs of the company is a very important consideration in the adoption

of technology . Research conducted by Weng and Lin (2011) , found that the perception of compatibility is positively related to the adoption of technology by SMEs . That's because to reduce objections to the diffusion of new technologies , SMEs are more likely to choose to adopt technologies that are compatible with the operational knowledge possessed by the SMEs . Studies conducted by Thong (1999) on SMEs suggests that the information system is compatible with existing work practices in SMEs , the SMEs will tend to adopt the technology . Studies conducted Zhu , Dong , Xu and Kraemer (2006) after the company reported that the compatibility of technology adoption is the strongest predictor of the use of e -business . Crespo and Rodrigues (2008) also showed significant if compatibility is positively related to the attitude of using technology .

Organizational factors

Several studies have found that organizational characteristics influence on technology adoption . Kimberly and Evanisko ; Tornatzky and Fleischer in Weng and Lin (2011) , states that an organization characteristic variables that affect the adoption of technology in organizations , among others, the quality of human resources , skills and top management leadership , organizational support , an Organization culture , and organizational size on innovation technical . Weng and Lin (2011) , conducted a study that focused on the influence of the quality of human resources , organizational support , and company size on technology adoption of SMEs . Weng and Lin (2011) , found that the human resources in SMEs affect the successful adoption of the technology , since technology adoption is a series of complex knowledge transfer process , thus requiring individuals kompoeten and able to learn . It is therefore concluded that the SMEs that have the human resources of good quality will be faster and more ready to adopt the technology .

Quality of Human Resources

Research Weng and Lin (2011) with four HR indicators , namely the sharing of knowledge among employees , can easily learn new technologies , can easily use new technology to solve the problem and may provide new ideas for the company indicates that the quality of human resources has a positive influence against pengapdosian green innovations . Employees with competent learning ability will tend to increase their absorptive capacity through training programs that promote the adoption of a technology . An organization concerned about the new ideas will affect the propensity to adopt new technologies . Therefore , companies that have qualified human resources that will both tend to adopt new technologies . Taylor and Owusu (2012) reported that the lack of qualified staff inhibits two Gana export handicraft SMEs to adopt the technology . Thong (1999) also stated that greatly affect employee knowledge SME SMEs themselves to adopt information systems .

Top Management Support

In addition to the human resources of SMEs , organizational management support is crucial to technology adoption . Support organization is the extent to which the company helps employees use a particular technology or system . For the development of environmental management , organizational support is very important because employees will be motivated to carry out the activities and resources necessary to adopt technological innovations will be more readily available . In addition , top management plays a vital role in supporting the organization . Many innovations require the cooperation and coordination of different departments and divisions during the process of technology adoption . To ensure the successful adoption , adoption initiatives supported and driven from top management . It can be concluded that the effect of organizational support on technology adoption of SMEs (Weng and Lin, 2011).

Organizational readiness

Organizational readiness , refers to the extent to which an organization has the infrastructure , financial resources , and have

knowledge of the information technology necessary to adopt a technology . Many studies have shown that a lack of expertise and lack of IT knowledge is a major obstacle in the field of IT adoption . Thong (1999) and Jeon , Han and Lee (2006) argues that for the successful adoption of e - business , SMEs need managers or owners of SMEs who are knowledgeable about IT . Jun and Cai (2003) in a study of small manufacturing firms in the U.S. , revealed that the barriers to adopt due to the lack of knowledge in understanding IT . Furthermore , a study conducted by Taylor and Owusu (2012) on two small exporting handicraft SMEs in Ghana reported that the lack of infrastructure and the high cost of internet technology inhibits the SMEs to mengadosi Internet and e - commerce . Both companies stated that they would like to use e - commerce to their export activities but because of the high cost and scarcity of some telecom infrastructure makes both frustrating SMEs to adopt Internet and e - commerce .

Perceptions Costs

The perception of the cost was found to be an important factor in information technology adoption decisions . Cost is considered as one of the barriers to adopting information technology for small and medium businesses , as minimya financial resources . Seyal and Rahim (2006) suggested that the cost of technology adoption which includes high maintenance costs , operating costs and will reduce the cost of expensive training SMEs intention to use EDI . Chwelos , Benbasat and Dexter (2000) also reported that one of intent for IT mengadosi , determined by the financial resources of the company , the greater the financial , the greater the company's intention to adopt .

Relative advantage

Relative advantage is defined as the perception that innovation is more profitable than the idea of a replacement . Benefits or perceived benefits can be measured in terms of economic and social , such as comfort and satisfaction of SMEs to the new technology . Companies are more likely to adopt technology that can deliver better

performance and higher economic returns compared with other technologies . Relative advantage is positively related to the adoption of innovations (Rogers , 2003; Tornatzky and Klein , 1982) . The same was found by Weng and Lin (2011) , that the SMEs will adopt technological innovation if the new technology is able to offer and deliver economic and social benefits are higher than other technologies .

In the course of SME , Gemino , Mackay and Reich (2006) also discusses the perception of the advantages of information technology adoption . His study reported that the use of EDI produce strategic benefits and information . Strategic benefits that can improve the competitiveness or create strategic advantage , catch up with competitors , helping to build beneficial relationships with other organizations , improving customer relationships and can respond more quickly to changes . While the benefits of information that can access information more easily , improving management information for strategic planning , improving information for management control , improving the accuracy or reliability of the information , present information in a more concise manner or better format , retrieval and delivery of information or reports more quickly , increasing the volume of information output , increasing the flexibility of information requests .

Seyal and Rahim (2006) also reported that the adoption of information technologies provide direct and indirect benefits . Chwelos , Benbasat and Dexter (2000) also found that the direct benefits in the form of operational cost savings and other internal efficiencies arising from , for example , reducing paperwork , reducing data re-entry , and the error rate is reduced and does not directly affect the intention to adopt EDI . Similarly , indirect benefits are the opportunities that arise from the use of EDI , such as improved customer service and the potential for re-engineering process . Thong (1999) also reported that the relative advantage gained from the use of information technology enables SMEs to adopt information technology . Studies conducted Zhu , Dong , Xu and Kraemer (2006) after the adoption of the company's e -business report that the use

of e - business impact on improving coordination with suppliers , decreased procurement costs , inventory costs decrease , more efficient internal processes , increase employee productivity , decreased operating costs , increase sales , sales area widened , and can improve the service to customers .

External Environmental Factors SMEs

The external environment in which the company does business is an important factor that affects the behavior of innovative and green . Environmental variables such as environmental uncertainty , the government support , the type of industry , competition and network connections shown to affect the adoption of technology in the enterprise (Jeyaraj et al . , 2006; Tornatzky and Fleischer , 1990) . Meanwhile, Weng and Lin (2011) , conducted a study that found that the uncertainty of the environment , government support , and stakeholder pressure are the variables that significantly influence the success of technology adoption in SMEs .

Environmental uncertainty

Weng and Lin (2011) , stating that it is the uncertainty of the business environment is unpredictable changes that include customer preferences , technological development , and perceived competitive behavior manager . These three things are considered as the most relevant characteristics of the environment in influencing corporate decision-making . Weng and Lin (2011) , also added that in uncertain business circumstances , corporate managers will tend to be more proactive and innovative than managers who face a stable business environment . Environmental uncertainty refers to unexpected changes in customer preferences , technological development and competitive behavior perceived by managers . This has been seen as the most relevant environmental characteristics that affect the company's decision making (Li and Atuahene - Gima , 2002) . Managers face an uncertain business environment tend to be more proactive and use more innovative strategies than managers in less turbulent environments . Under the environment of high uncertainty , the company will attempt to collect and process

information frequently and quickly to cope with environmental change (Gupta and Govindrajana , 1991) , and also tend to pay more efforts to increase the level of innovation and technical innovation to maintain competitive advantage (Damanpour , 1991; Kimberly and Evanisko , 1981, Zhu and Weyant , 2003) , because it adopted the technology can be considered as a process of technical innovation that can improve the environmental performance of the company , the adoption of information technology is expected to be positively associated with perceived environmental uncertainty .

Government Support

Government support proved to be an important factor in determining the success of technology adoption of SMEs . Government plays an important role in promoting technological innovation in the company through some kebijakan, such as providing financial incentives , technical resources , pilot projects , and tax breaks (Tornatzky and Fleischer , 1990; Scupola , 2003) . Kaynak , Tatoglu and Kula (2005) states that Internet use can reduce the barriers to exporting faced by SMEs and lower costs to expand their geographic reach . But these efforts will not be realized , if the government does not want to support SMEs . Jeon , Han and Lee (2006) reported that the presence of financial assistance , and the provision of infrastructure will motivate SMEs to willing to use information technology . Natural and Noor (2009) also stated that the government support in the form of infrastructure technology has an important role in pengadopsian ICT by SMEs . Furthermore , a study conducted by Taylor and Owusu (2012) on two small exporting handicraft SMEs in Ghana reported that the lack of infrastructure and the high cost of internet technology inhibits the SMEs to mengadopsi Internet and e - commerce . Both companies stated that they would like to use e - commerce to their export activities but because of the high cost and scarcity of some telecom infrastructure makes both frustrating SMEs to adopt Internet and e - commerce . Both craft SMEs also complain because of the difficulty getting financial assistance from banks or financial institutions in his country

to adopt the technology used . This makes both the SME sometimes delay in producing orders from their customers . As a consequence , they revealed that some customers have switched to the Middle East , particularly China , India , and Bangladesh to supply them because these countries are able to deliver on time .

The Role of Stakeholders

Stakeholders are individuals or groups who affect and are affected by the activities of the company , where they play an important role in the organization's environment (Weng and Lin , 2011) . In a study conducted Weng and Lin (2011) , found that the stakeholders is a prominent element in determining technology adoption . That's because many organizations carry out activities to satisfy their key stakeholders . So the pressure is significantly affected stakeholders on technology adoption in SMEs .

Business Environment Competitive Pressure

Competition , means life business environment in which the business operates . An intense competition may encourage companies to be innovative . Chwoles , Benasat and Dexter , (2000) reported that the competitive pressures associated with the company's ability to maintain or improve competitiveness in the industry affect the intention to adopt EDI or IT . This makes sense , as more and more competitors are using information technology , SMEs will also adopt information technology to maintain their own positions . Based on the description above, the following hypothesis is formulated .

Pressure Customers or Suppliers

Regardless of the government's support , another factor that drives the adoption of technology in SMEs is pressure from customers / suppliers . Studies conducted by Weng and Lin (2011) addressed that the pressure is positively related in terms of technology adoption . Amoros , Planellas and Foguet (2007) suggests that consumers and suppliers of SMEs using the Internet in their

business processes , which will be a multiplier factor will be more and more companies to get involved in the use of technology . In the context of information technology by SMEs pengapdosian Batik , can be explained that when customers and suppliers of raw materials requires SMEs Batik to use information technology , it is the intention to perform pengapdosian information technology will increasingly be realized . Based on the description above, the following hypothesis is formulated .

Pressure Regulation

Pressure regulation refers to the rules given by the government or industry associations to adopt the technology . Weng and Lin (2011) addressed that the pressure is positively related regulations in relation to the adoption of technology . Weng and Lin (2011) measured the pressure regulation with two indicators , the government set environmental regulations for business operations and industry association requires us to conform to environmental regulations .

3. RESEARCH METHOD

The study design is the first year the survey research field (field survey) . The design was chosen so that all the data generated in this study actual conditions or environment experienced by SMEs batik . Through this way , the researcher does not have control over variables , so the data obtained describe the actual behavior and circumstances . The method of analysis in the study is the first quantitative approach . This approach was chosen because in this study in addition to the description of the factual information technology adoption , a complete , in-depth , and thorough . Moreover , at this stage is also measured and the numerical data are used .

In the course of years of research into the relationship -I test and the meaning of the relationship between variables will use the Structural Equation Model (SEM) . Having obtained the following variables with parameters on the behavior of batik SMEs in adopting information technology , the next step to create a model of management information systems , accounting information system model , a model business practices ,

models of business management , and marketing models in batik SMEs . Preparation of the model / prototype will be guided technology adoption models . Targeted research in the first year is a prototype of a product of information technology in SMEs batik .

4. RESULT AND ANALYSIS

The study design is the first year the survey research field (field survey) . The design was chosen so that all the data generated in this study actual conditions or environment experienced by SMEs batik . Through this way , the researcher does not have control over variables , so the data obtained describe the actual behavior and circumstances . The method of analysis in the study is the first quantitative approach . This approach was chosen because in this study in addition to the description of the factual information technology adoption , a complete , in-depth , and thorough . Moreover , at this stage is also measured and the numerical data are used

In the course of years of research into the relationship -I test and the meaning of the relationship between variables will use the Structural Equation Model (SEM) . Having obtained the following variables with parameters on the behavior of batik SMEs in adopting information technology , the next step to create a model of management information systems , accounting information system model , a model business practices , models of business management , and marketing models in batik SMEs . Preparation of the model / prototype will be guided technology adoption models . Targeted research in the first year is a prototype of a product of information technology in SMEs batik .

Table 1. Value Factor Loading and AVE Convergent Validity Testing Results

Variabel	Faktor Loading
BIAYA (AVE=0,619)	
BY1 : Penggunaan TI butuh dukungan biaya yang besar	0.811
BY2 : Penggunaan TI butuh biaya perawatan yang besar	0.777
BY3 : Penggunaan TI butuh biaya pelatihan yang besar	0.863
BY4 : Penggunaan TI butuh waktu pelatihan	0.750
BY5 : Penggunaan TI membutuhkan biaya yang lebih besar dibandingkan manfaatnya	0.727
DUKUNGAN VENDOR (AVE=0,743)	
DV1 : Vendor menyediakan dukungan pelayanan jika terjadi kesulitan dalam menggunakan TI	0.861
DV2 : Vendor menyediakan pelatihan menggunakan TI	0.802
DV3 : Vendor akan memperbaiki jika terjadi kesalahan TI	0.920
KEUNTUNGAN (AVE=0,520)	
KEU1 : Penggunaan TI dapat meningkatkan reputasi	0.703
KEU2 : Penggunaan TI dapat memberi manfaat ekonomi	0.696
KEU3 : Penggunaan TI dapat mengurangi biaya produksi	0.668
KEU5 : Penggunaan TI dapat memperbaiki hubungan dengan pelanggan	0.739
KEU6 : Penggunaan TI dapat memperbaiki hubungan dengan pemasok	0.767
KEU7 : Teknologi informasi dapat mendorong kinerja	0.750
KOMPLEKSITAS (AVE=0,553)	
KMPX1 : Belajar menggunakan TI merupakan hal sulit.	0.678
KMPX2 : Memahami penggunaan TI merupakan hal sulit.	0.824
KMPX3 : Berbagi pengetahuan TI merupakan hal sulit.	0.792
KMPX4 : Menggunakan TI membutuhkan ketrampilan.	0.680
KMPX5 : Menggunakan TI membutuhkan pengalaman.	0.733
KOMPATIBILITAS (AVE=0,558)	
KOM1 : Menggunakan TI sesuai budaya bisnis.	0.811
KOM2 : Menggunakan TI sesuai visi bisnis.	0.701
KOM3 : Menggunakan TI sesuai nilai-nilai bisnis.	0.780
KOM4 : Menggunakan TI sesuai praktik bisnis.	0.960
DUKUNGAN PEMERINTAH(AVE=0,666)	
DP1 : Pemerintah mendorong mengadopsi TI	0.837
DP2 : Pemerintah menyediakan dukungan TI	0.787
DP4 : Pemerintah memberikan pelatihan penggunaan TI	0.823
KETIDAKPASTIAN LINGKUNGAN(AVE=0,582)	
KL1 : UKM semakin sulit memprediksi pesaing	0.845
KL2 : Pesaing UKM semakin banyak	0.874
KL3 : Pesaing UKM semakin mempelajari pasar	0.736
KL4 : Kesulitan UKM memprediksi preferensi pelanggan	0.697

Table 2 Value Latent Variable Correlations Discriminant Validity Testing Results

VARIABLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. BIAYA	0,787													
2. DUKUNGAN PEMERINTAH	-0,258	0,816												
3. DUKUNGAN VENDOR	-0,258	0,213	0,902											
4. KESAPAN ORGANISASI	-0,188	0,453	0,424	0,813										
5. KETIDAKPASTIAN LINGKUNGAN	-0,036	0,241	0,143	0,196	0,763									
6. KEUNTUNGAN	-0,365	0,436	0,407	0,411	0,311	0,721								
7. KOMPATIBILITAS	-0,059	0,234	0,328	0,412	0,227	0,393	0,747							
8. KOMPLEKSITAS	0,88	-0,167	-0,233	-0,253	-0,04	-0,017	-0,092	0,744						
9. KUALITAS SDM	-0,138	0,235	0,139	0,218	0,206	0,455	-0,155	-0,215	0,836					
10. NAT	-0,228	0,212	0,449	0,476	0,241	0,36	0,399	-0,133	0,268	0,854				
11. PERSAINGAN	-0,393	0,249	0,31	0,445	0,12	0,282	0,157	-0,149	0,19	0,357	0,837			
12. SKAP	-0,389	0,559	0,488	0,648	0,332	0,616	0,389	-0,278	0,507	0,673	0,555	0,867		
13. TEKANAN KONSUMEN	-0,314	0,516	0,418	0,449	0,275	0,449	0,193	-0,247	0,389	0,506	0,553	0,653	0,963	
14. TEKANAN PERATURAN	-0,175	0,425	0,43	0,663	0,237	0,611	0,268	-0,117	0,695	0,378	0,388	0,672	0,495	0,738

Testing Reliability

Reliability test is used to measure the internal consistency of the measuring instrument used in this study. In a reliability study using the uni Composite Reliability and Cronbachs Alpha. Cronbachs Alpha is used to measure the lower limit value of the reliability of a construct, while the Composite Reliability is used to measure the true value of the reliability of a construct. The test results obtained in this study Cronbach's

alpha value is above 0.70. These results indicate that the constructs in this study has been reliable. While the value of the resulting composite reliability is greater than 0.7. This fact supports that the constructs in this study had been reliable.

Table 3 Value Composite Reliability and Cronbach Alpha

Variabel	Composite Reliability	Cronbachs Alpha
Biaya	0,890	0,846
Dukungan Pemerintah	0,857	0,751
Dukungan Vendor	0,896	0,828
Kesiapan Organisasi	0,907	0,871
Ketidakpastian Lingkungan	0,873	0,825
Keuntungan	0,866	0,815
Kompatibilitas	0,834	0,747
Kompleksitas	0,860	0,807
Kualitas SDM	0,872	0,794
Niat	0,931	0,907
Persaingan	0,875	0,786
Sikap	0,923	0,889
Tekanan Konsumen	0,951	0,898
Tekanan Peraturan	0,827	0,722

Perception Relations Costs, Profits, and the Vendor Support SMEs Batik Adopt intension of Technology

Based on the results of testing the structural model found that the variability of intention to adopt the technology in SMEs Batik can be explained by the attitude of 45.4% variable. While the attitude variability can be explained by the variable cost perception, perception of benefits and vendor support of 50.6%.

Table 4 Value Path Coefficients (direct effects, indirect and total effects) Relationship Testing Results Perception Costs, Profits, and Vendor Support with the intension of Technology Adoption

Variabel	R ²	Efek langsung	Tidak langsung	Total efek
Efek terhadap sikap 50,6%				
Biaya		(-0,250) 2,424	-	(-0,250) 2,424
Keuntungan relatif		(0,484) 4,378	-	(0,484) 4,378
Dukungan vendor		(0,226) 2,080	-	(0,226) 2,080
Efek terhadap niat mengadopsi 45,4%				
Biaya		-	(-0,168) 2,316	(-0,168) 2,316
Keuntungan relatif		-	(0,326) 4,098	(0,484) 4,098
Dukungan vendor		-	(0,152) 1,921	(0,152) 1,921
Sikap		(0,674) 8,502	-	(0,674) 8,502

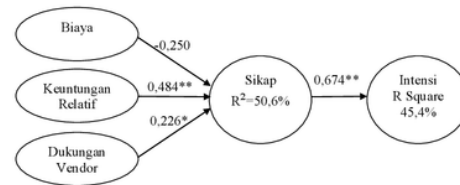


Figure 1. Structural Relationship Model Perceived Cost, Profit, and Vendor Support Against Technology Adoption Intention

Based on estimates by the PLS is known that the relationship between attitude towards SMEs Batik intention to adopt information technology is positive (beta = 0.674) and significant (t = 8.502 > 1.96) . It is clear that the use of information technology is a good idea and assessed by SMEs Batik will be beneficial because it can improve the performance of SMEs . These findings reinforce the findings of Thong (1999) which suggests that SMEs have a more positive attitude towards the characteristics of information systems is more likely to adopt high technology information . The test results showed that the perception of adoption costs had a negative impact (beta = -0.25) on attitudes . This is in line with basic economic theory , when the price offered is higher then the consumer will think again to buy the product , and this applies to SMEs . The reason this happens because of the negative attitude of SMEs Batik managers perceive that to adopt the technology required a high cost both of the price system , the cost of maintenance and training costs . In addition SMEs Batik also perceive that to adopt the necessary information technology training long enough and perceived greater costs than benefits. Meanwhile , judging from the type of business scale , generally Batik SME finance only able to produce the goods and the provision of salaries to its employees . Indirect costs are also significantly negative perception towards adopting intention . So it is natural that managers of SMEs have a low attitude and intention to adopt the system . These findings are consistent with the findings Seyal and Rahim (2006) who argued

that the high cost of technology adoption , high maintenance costs , operating costs and training costs turned out to be expensive to dissuade an SME to use information technology . Regardless of SMEs Batik negative towards the cost , it turns on the estimation of relative advantage variable positively influence the attitudes of 0.484 with variable degrees of error of 1% and indirectly significantly to the intention to adopt . It is clear that SME managers Batik agree that the use of information technology to enhance the reputation , economic benefits , reduce production costs , may improve customer relationships , improve relations with suppliers as well as to boost performance . Positive perceptions toward information technology , was able to effect a positive attitude towards the management of SMEs Batik , and in turn will increase the SME manager 's intention to adopt information technology systems . The more benefits offered from the information technology , the more positive attitude of managers of SMEs Batik and eventually will encourage SMEs desire to adopt information technology . The results of this study are in line with research conducted by Gemino , Mackay and Reich (2006) which showed that the use of EDI produce strategic benefits and information . Strategic benefits that can improve the competitiveness or create strategic advantage , catch up with competitors , helping to build beneficial relationships with other organizations , improving customer relationships and can respond more quickly to changes . While the benefits of information that can access information more easily , improving management information for strategic planning , improving information for management control , improving the accuracy or reliability of the information , present information in a more concise manner or better format , retrieval and delivery require greater cost compared to the benefits of information or reports more quickly , increasing the volume of information output , increasing the flexibility of information requests . SME perceptions of the need for vendor support is also welcomed by the attitude of SMEs Batik . This relationship is indicated by the value of the beta coefficient of 0.226 . The

existence of support services in the event of difficulties in using information technology , and training, how to use information technology , as well as help to improve the system in the event of an error of information technology is one way to encourage SMEs Batik intention to be willing to increase the adoption of information technology in SMEs . With the support of the vendor SMEs do not have to worry anymore to spend a lot of costs for training and send technician uses when the system is broken. Thus , the support of the vendors while reducing barriers to technology adoption due to the perception of high costs incurred by SMEs Batik .

Technology Factors relations with SMEs Batik Adopt intension of Technology Barriers to adopting technology SMEs Batik is not only influenced by the financial ability alone . SME managers perception of the complexity or difficulty level of technology lead to a negative attitude (beta = -0.243) . SME managers assess that information technology would be difficult to learn , understand , and to use it requires experience , knowledge and skills. This makes the management of SMEs prefer to avoid adopting technology rather than information they need to study hard and take a long time to be familiar with the information technology . The complexity of the technology is not only a negative impact on attitudes alone , but also indirectly lowers SMEs Batik intention to adopt (beta = -0.165) . Efforts to minimize concerns regarding SMEs Batik system complexity , the information technology designers need to consider factors such.

Table 5. Value Path Coefficients (direct effects, indirect and total effects) Relationship Testing Results Factor Technology Adoption Intention

Variabel	R ²	Efek langsung	Tidak langsung	Total efek
Efek terhadap sikap	21,1%			
Kompatibilitas		(0,368) 3,562	-	(0,368) 3,562
Kompleksitas teknologi		(-0,243) 2,686	-	(-0,243) 2,686
Efek terhadap niat mengadopsi	45,8%			
Kompatibilitas		-	(0,249) 3,168	(0,249) 3,168
Kompleksitas teknologi		-	(-0,165) 2,633	(-0,165) 2,633
Sikap		(0,676) 8,314	-	(0,676) 8,314

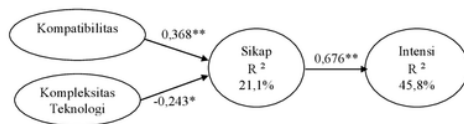


Figure 2. Structural Relationship Model with Technological Factors Technology Adoption Intention

On the other hand, managers of SMEs Batik also provide a positive attitude towards information technology compatibility. Managers of SMEs stated that if information technology is offered in accordance with the business culture, business vision, business values and business practices, the management of SMEs Batik likely will want to receive the information technology. Rationally, when it adopted systems can be applied in SMEs, the SMEs Batik activity will be easier to work with and controlled. For the designers of information systems are expected to understand the suitability of the information technology systems of culture, vision, values, and business practices, which in turn can encourage managers of SMEs Batik to adopt information technology. Environmental Factors and Organizational relationships with SMEs Batik Adopt intension of Technology Based on estimates by the PLS was found that the readiness of the organization is positively related to the attitude of 0,281. Readiness of organizations which include a commitment to implement information technology, SMEs are ready to support financial, HR SME has the readiness to use information technology, SMEs have the readiness to use information technology infrastructure, and SME members have the knowledge to operate information technology, is a driving factor of SMEs to adopt technological information. Quality of human resources has been found to be a factor affecting SME's intention to adopt information technology. Positive relationship between the variable quality of human resources with the attitude that the members of the SME explained easily learn to use information technology, SME members can share their knowledge of information technology, as well as members of the SMEs have the creativity to continue to learn to use the technology to use the technology will be

judged as a good idea, and in turn will improve SME managers intention to adopt information technology systems. Government support for the provision of training on how to use information technology, finance and lending infrastructure manager greeted with a positive attitude SMEs. It is very reasonable considering the scale of SMEs is relatively small effort and minimal in terms of financial, while the adoption of a system requires a high cost and availability of infrastructure. Government support can motivate batik SMEs to adopt information technology. Jeon, Han and Lee (2006) reported that the presence of financial assistance, and the provision of infrastructure will motivate SMEs to willing to use information technology. Natural and Noor (2009) also stated that the government support in the form of infrastructure technology has an important role in pengapdosian ICT by SMEs. Furthermore, a study conducted by Taylor and Owusu (2012) on two small exporting handicraft SMEs in Ghana reported that the lack of infrastructure and the high cost of internet technology inhibits the SMEs to mengadosi Internet and e-commerce.

Table 6. Value Path Coefficients (direct effects, indirect and total effects) Relationship Testing Results Organizational and Environmental Factors

Variabel	R ²	Efek langsung	Tidak langsung	Total efek
Efek terhadap sikap 70,5%				
Kesiapan organisasi		(0,281) 2,368	-	(0,281) 2,368
Kualitas SDM		(0,226) 2,142	-	(0,226) 2,142
Ketidakpastian Lingkungan		(0,078) 1,400	-	(0,078) 1,400
Dukungan Pemerintah		(0,175) 2,192	-	(0,175) 2,192
Tekanan konsumen		(0,199) 2,004	-	(0,199) 2,004
Tekanan kompetitor		(0,210) 2,242	-	(0,210) 2,242
Tekanan peraturan		(0,055) 0,536	-	(0,055) 0,536
Efek terhadap niat mengadopsi 45,5%				
Kesiapan organisasi		-	(0,190) 2,293	(0,190) 2,293
Kualitas SDM		-	(0,152) 2,012	(0,152) 2,012
Ketidakpastian Lingkungan		-	(0,052) 1,205	(0,052) 1,205
Dukungan Pemerintah		-	(0,118) 2,130	(0,118) 2,130
Tekanan konsumen		-	(0,134) 1,752	(0,134) 1,752
Tekanan kompetitor		-	(0,141) 2,089	(0,141) 2,089
Tekanan peraturan		-	(0,037) 0,368	(0,037) 0,368
Sikap		(0,673) 8,351	-	(0,673) 8,351

Consumer pressure is also found as factors influencing SMEs Batik to adopt information technology. Positive value (beta = 0.199) can be interpreted that consumer pressure to improve performance and standardized production requires good response by the attitude of SMEs. A positive attitude is a form of commitment and minimize the loss of customers. When SMEs Batik does not comply with the customer, then the potential for greater customer left. This finding is consistent with the finding Planellas and Foguet (2007) which suggests that consumers and suppliers of SMEs using the Internet in their business processes, which will be a multiplier factor will be more and more companies to get involved in the use of technology.



Figure 3. Structural Relations Model Factors and Organizational Environment with SMEs Batik Adopt intention of Technology

The results of the analysis addressing the positive influence (beta = 0.210) between the competitive pressures / competition with attitude. Concerns SMEs Batik compete with competitors and the fear of lagging behind the other SME members who use information technology SMEs to encourage members to adopt information technology systems. This realistic, as more and more competitors are using information technology, it is the SMEs will also be forced to adopt information technology to maintain the position. This finding is in line with the findings Chwoles, Benasat and Dexter, (2000) reported that the competitive pressures associated with the company's ability to maintain or improve competitiveness in the industry affect the intention to adopt EDI or IT.

5. CONCLUSION

The rate of adoption of information technology in SMEs Batik is largely determined by the cost incurred in the process of adoption of the technology, the benefits obtained when SMEs Batik adopting information technology, and vendor support to SMEs Batik when adopting information technology. The study also found that barriers in technology is also a factor considered by SMEs Batik adopting information technology. Factors such technology is the compatibility and complexity of the technology. Factor which determines the adoption of information technology in the next batik SMEs SME organizational readiness, quality of human resources in SMEs Batik, government support, consumer pressure and the pressure of competition. In the present study found no significant relationship between environmental regulatory pressures and uncertainty with the intention of adoption of information technology in SMEs Batik.

REFERENSI

- Ajzen, I., (1991), The Theory of Planned Behavior, *Organization Behavior and Human decision Processes*, Vol. 50: 179-211.
- Al Somali, S.A., Ghomali, R dan Clegg, B. (2009) An investigation into the acceptance of online banking in Saudi Arabia. *Technovation*. 29: 130-141
- Alam,S.,S. dan Noor, M.,K.M. (2009), ICT Adoption in Small and Medium Enterprises: an Empirical Evidence of Service Sectors in Malaysia, *International Journal of Business and Management*, Vol.4 : 112-125
- Aldida, B., dan P.B. Santoso (2013), Analisis Produksi Dan Efisiensi Industri Kecil Dan Menengah (IKM) Batik Tulis Di Kota Semarang, *Diponegoro Journal Of Economics*, Vol. 2(1): 1-10.
- Amin, H. (2007), Technology Adoption Among Young Intellectuals, *Journal of Internet Banking and Commerce*, Vol. 13: 1-13.
- Amoros, J.E., Planellas, M dan Foguet,J.M.B. (2007) Does Internet Technology Improve Performance In Small And Medium Enterprises ? Evidence from

selected Mexican Firms. *Academia, Revista Latinoamericana De Administracion* 39, pp 71-91

Bala-Subrahmanya, M.H. (2005), Technological Innovations in Indian small enterprises: Dimensions, intensity and implications, *Int.J.Technology Management*, Vol. 30(2): 34-41.

Bank Indonesia (2012), *Pola Pembiayaan Usaha Kecil (PPUK) Industri Kerajinan Batik*, Bank Indonesia, Direktorat Kredit, BPR dan UMKM: Jakarta

Chau, P.Y.K. (2001), Inhibitors to EDI adoption in small businesses: An empirical investigation, *Journal of Electronic Commerce Research*, Vol. 2(2): 78-88.

Chwoles, P., Benasat, I., dan Dexter, A.S. (2000), *Empirical Test of an EDI Adoption Model*. Paper Was Presented As A Work-In-Progress Paper At ICIS 1997.

Crespo, A.,H dan Rodrigues, I.A .(2008) Explaining B2C e-commerce acceptance: An integrative model based on the framework by Gatignon and Robertson, *Interacting with Computers*. 20 : 212-224

Davis, F.D. (1989), Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology, *MIS Quarterly*, Vol. 13(3): 319-340.

Davis, F.D. (1993), User Acceptance of Information Technology: System Characteristics, User Perceptions, and Behavioral Impact, *International Journal Management Machine Studies*, Vol. 38: 475-487.

Delon,W.H & Mclean, E.R. (2003), The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information System* Vol. 19, No. 4, pp 9-30

DeLone W.H. and E.R. McLean (2004), Measuring e-commerce success: applying the DeLone & McLean information systems success model, *International Journal of Electronic Commerce*, Vol. 9(1): 31-47.

Dyt, R. dan A.K. Halabi (2007), Empirical evidence examining the accounting information systems and accounting reports

of small and micro business in Australia, *Small Enterprise Research*, Vol. 15(2): 1-9.

Galantone, R.J., D.A. Griffith, and G. Yalcinkaya (2006), An Empirical Examination of A Technology Adoption for the Context of China, *Journal of International Marketing*, Vol. 14(4): 1-27.

Gemino, A., Mackay, N., dan Reich, B.H. (2006) Executive Decisions About Website Adoption In Small And Medium-Sized Enterprises. *Journal of Information Technology Management*. Vol. XVII. Pp, 34-49

Ghobakhloo, M., D. Arias-Aranda, and J. Benitez-Amado (2011). Adoption of e-commerce applications in SM Es. *Industrial Management & Data Systems*, Vol. 111(8), 1238-1269.

Grande, E. U., R.P. Estebanez, and C.M. Colomina (2011). The impact of accounting information systems (AIS) on performance measures: empirical evidence in Spanish SMEs. *The International Journal of Digital Accounting Research*, Vol. 111: 25-43.

Hidayat, A. (2012), Efisiensi Produksi Kain Batik Cap. *Jurnal Ekonomi Pembangunan*, Vol. 13(1): 79-95.

Hong, W., Thong, J. L., Wong, W.M., dan Tam, K.Y. (2002) Determinants of User Acceptance of Digital Libraries: An Empirical Examination of Individual Differences and System Characteristics. *Journal of Management Information Systems*. Vol. 18, No. 3, pp. 97-124.

Hossain, M.A. and Quaddus, M. (2011). The adoption and continued usage intention of RFID: an integrated framework. *Information Technology & People*, Vol. 24(3), 236-256.

Hu, P.J.H., Clark, T. H. K., & Ma, W. W. (2003). Examining technology acceptance by school teachers: A longitudinal study. *Information & Management*, 41(2), 227-241.

Jeon, B.N., Han, K.S., dan Lee, M.J. (2006), Determining Factors For The Adoption Of E-Business: The Case of SMEs in Korea. *Applied Economics*, 38, 1905-1916

Jeong, H (2011). An investigation of user perceptions and behavioral intentions towards the e-library., *Library Collections*,

Acquisitions, & Technical Services, Vol. 35: 45-60.

Jogiyanto, H.M. (2011). *Konsep dan Aplikasi Structural Equation Modeling Berbasis Varian Dalam Penelitian Bisnis*. Yogyakarta: UPP STIM YKPN.

Jun, M dan Cai, S. (2003), Key Obstacles To EDI Success: From The Small Manufacturing Companies Perspective. *Industrial Management & Data Systems*, 103/3 Pp,192-203

Kaynak, E., Tatoglu, E., dan Kula, V. (2005), Ananalysis Of The Factors Affecting The Adoption Of Electronic Commerce By SMEs Evidence From An Emerging Market. *International Marketing Review*, Vol. 22 No. 6. pp. 623-640

Kim, H.J., Mannino, M. dan Nieschwietz, R.J (2009), Information Technology Acceptance In The Internal Audit Profession: Impact Of Technology Features And Complexity. *International Journal of Accounting Information Systems*. 10: 214-228

Kim, T.G., Lee, J.H., dan Law, R. (2008). An Empirical Examination Of The Acceptance Behaviour Of Hotel Front Office Systems: An Extended Technology Acceptance Model. *Tourism Management*, 29 Pp. 500-513

Kleijnen, M., M.Wetzels, and K. de Ruyter, (2004), Consumer Acceptance of Wireless Finance, *Journal of Financial Services Marketing*, Vol. 8 (3): 206-217.

Latan, H., & Ghozali, I. (2012). *Partial Least Squares Konsep Teknik dan Aplikasi SmartPLS 2.0M3 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Unniversitas Diponegoro.

Lee S (2008). Drivers for the participation of small and medium-sized suppliers in green supply chain initiatives. *Supp. Chain Manage.*, 13(3): 185-198.

Lee, M. (2008) Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit, *Electronic Commerce Research and Applications*, Vol. 8: 130-141

Lee. M. (2009), Predicting and explaining the adoption of online trading: An empirical

study in Taiwan. *Decision Support Systems*, 47:133-142

Lin CY, Ho YH (2011), Determinants of green practice adoption for logistics companies in China. *J. Bus. Ethics*, 98(1): 67-83.

Low, C., Chen, Y. and Wu, M. (2011). Understanding the determinants of cloud computing adoption. *Industrial Management & Data Systems*, Vol. 111(7): 1006-1023.

Lu, C, S. Huang and P. Lo, (2010) An Empirical Study of on-line Tax Filing Acceptance Model: Integrating TAM and TPB, *African Journal of Business Management* Vol. 4(5): 800-810

Ndubisi, N. O. and Jantan, M. (2003). Evaluating IS usage in Malaysian small and medium-sized firms using the technology acceptance model. *Logistics Information Management*, Vol. 16(6): 440-450.

Ngatindriatun dan H. Ikasari (2011), Effisiensi Produksi Industri Skala Kecil Batik Semarang: Pendekatan Fungsi Produksi Frontier Stokastik, *Jurnal Manajemen Teori dan Terapan*, Vol. 4 (1): 28-36.

Petter, DeLone, and McLean (2009), Measuring information systems success: models, dimensions, measures, and interrelationships, *European Journal of Information Systems*, Vol. 17 (236-263).

Porter, C.E dan Donthu, N. (2006) Using the technology acceptance model to explain how attitudes determine Internet usage: The role of perceived access barriers and demographics. *Journal of Business Research* (59): Pp. 999-1007

Pressman (2003). *Software Engineering: A Practitioner's Approach*, McGraw Hill, New York.

Rahayu, S.AT. (2009), Keputusan Investasi Sektor Riil dalam Kondisi Risiko dan Ketidakpastian Di Indonesia, *Laporan Penelitian*, LPPM Universitas Sebelas Maret

Rahayu, S.AT. (2010), Analisis Keputusan Investasi Usaha Mikro, Kecil Dan Menengah Di Indonesia, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.

Rahayu, S.AT. (2011), Efektivitas Kebijakan Fiskal Pada Masa krisis dan Dampaknya

terhadap Ekonomi Makro, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.

Rahayu, S.AT. (2012a), Potensi Tenaga Kerja Indonesia Purna Penempatan Dalam Upaya Peningkatan Ekonomi Melalui Pemberdayaan TKI Purna Mandiri di Subosukawonosraten, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.

Rahayu, S.AT. (2012b), *Grand Design* Perencanaan Tenaga Kerja Daerah Kabupaten Karanganyar Sebagai Antisipasi Dampak Kompetisi Pasar Global, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.

Ramdani, B. and Kawalek, P. (2007). SME adoption of enterprise systems in the Northwest of England: An environmental, technological, and organizational perspective. *IFIP International Federation for Information Processing*, Vol. 235: 409-430.

Ramdani, B., Kawalek, P. and Lorenzo, O. (2009). Knowledge management and enterprise systems adoption by SMEs: Predicting SMEs' adoption of enterprise systems. *Journal of Enterprise Information Management*, Vol. 22(2): 10-24.

Roberts S, Lawson R, Nicholls J (2006). Generating regional-scale improvements in SME corporate responsibility performance: Lessons from responsibility Northwest. *J. Bus. Ethics*, 67(3): 275-286.

Rogers EM (2003). *Diffusion of Innovations*. New York: Free Press.

Rothenberg S, Zyglidopoulos SC (2007). Determinants of environmental innovation adoption in the printing industry: the importance of task environment. *Bus. Strateg. Environ.*, 16(1): 39-49.

Sabandi, M., Pambudi, D., dan Sohidin (2010), Pengembangan Sistem Informasi dan Komunikasi e-Business dengan Technology Acceptance dan Ajax, *Laporan Penelitian Hibah Stranas Tahun I*, LPPM Universitas Sebelas Maret, Surakarta.

Sabandi, M., Pambudi, D., dan Sohidin (2011), Pengembangan Sistem Informasi dan Komunikasi e-Business dengan Technology Acceptance dan Ajax, *Laporan Penelitian Hibah Stranas Tahun II*, LPPM Universitas Sebelas Maret, Surakarta.

Sabandi, M., Pambudi, D., dan Sohidin (2012), Pengembangan Sistem Informasi Pajak Online Melalui TAM dan TPB Untuk Meningkatkan Mutu Layanan, *Laporan Penelitian Hibah Stranas Tahun I*, LPPM Universitas Sebelas Maret, Surakarta.

Scupola A (2003). The adoption of Internet commerce by SMEs in the South of Italy: an environmental, technological and organizational perspective. *J. Glob. Inform. Tech. Manage.*, 6(1): 52-71.

Seyal, A.H. dan Rahim, M.M (2006). A Preliminary Investigation Of Electronic Data Interchange Adoption In Bruneian Small Business Organizations. *The Electronic Journal on Information Systems in Developing Countries*. Vol.4 pp. 1-21

Sia CL, Teo HH, Tan BCY, Wei KK (2004). Effects of environmental uncertainty on organizational intention to adopt distributed work arrangements. *IEEE Trans. Eng. Manage.*, 51(3): 253-267.

Simpson M, Taylor N, Barker K (2004). Environmental responsibility in SMEs: Does it deliver competitive advantage? *Bus. Strateg. Environ.*, 13(3): 156-171.

Soesilo, A.M. (2009) Batik Laweyan: Sebuah Usaha Unggulan Lokal Pada Masa Jayanya Menjadi Usaha Marjinal Secara Ekonomi Saat Ini, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.

Soesilo, A.M. (2010) Analisis Permintaan Beras Rumah Tangga di Solo Raya, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.

Soesilo, A.M. (2011) Analisis Produksi dan Keuntungan Industri Pengolahan Kopi Pada Kluster Industri di Kabupaten Temanggung, *Laporan Penelitian*, LPPM Universitas Sebelas Maret.

Taylor, T dan Owusu, E.D.E (2012), Factors Affecting Internet and e-Commerce Adoption among Small and Medium-Sized Enterprise Non-Traditional Exporters: Case Studies of Ghanaian Handicraft Exporters. *European Journal of Business and Management*. Vol 4, No.13.Pp.25-37

Thong, J.Y.L (1999) An Integrated Model of Information Systems Adoption in Small Businesses. *Journal of Management*

Information Systems. Vol. 15, No.4. pp. 187-214

Thong, J.Y.L., W. Hong, and K.Y. Tarn (2002). Understanding user acceptance of digital libraries: What are the roles of interface characteristics, organizational context, and individual differences? *International Journal Human-Computer Studies*, Vol. 57(3): 215-242.

Tornatzky LG, Fleischer M (1990). *The Process of Technological Innovation*. Lexington, MA: Lexington Books.

Tornatzky LG, Klein KJ (1982). Innovation characteristics and innovation adoption-implementation: a meta-analysis of findings. *IEEE Trans. Eng. Manage.*, 29(1): 28-45.

Venkatesh, V. and Bala, H (2008) Technology Acceptance Model 3 and a Research Agenda on Interventions, *Decision Science*, Vol. 39 (2): 273-312

Venkatesh, V., M.G. Morris, G.B. Davis, F.D. and Davis, F. D. (2003), User Acceptance Of Information Technology: Toward A Unified View, *MIS Quarterly*, Vol. 27: 425-478.

Venkatesh, V., Morris, M. G., Davis, G. B., and Davis, F. D, (2003), User acceptance of information technology: Toward a unified view., *MIS Quarterly*, 27: 425-478

Weng and Lin Wong LT, Fryxell GE (2004). Stakeholder influences on environmental management practices: a study of fleet operations in Honk Kong (SAR), *China. Transport. J.* 43(4):22-35.

Weng, MH dan Lin, C.Y. (2011) Determinants of Green Innovation Adoption For Small And Medium-Size Enterprises (SMEs). *African Journal of Business Management*. Vol. 5(22), pp. 9154-9163,

Zhu, K. Dong, S. Xu, S.,X dan Kraemer, K.,L. (2006) Innovation Diffusion In Global Contexts: Determinants Of Post-Adoption Digital Transformation Of European Companies. *European Journal of Information Systems*. 15, 601-616.

Local Culture and the Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia

ORIGINALITY REPORT

12%

SIMILARITY INDEX

8%

INTERNET SOURCES

8%

PUBLICATIONS

3%

STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

1%

★ Pável Reyes-Mercado, Rajagopal. "Driving Consumers Toward Online Retailing Technology: Analyzing Myths and Realities", Journal of Transnational Management, 2015

Publication

Exclude quotes Off

Exclude bibliography Off

Exclude matches Off

Local Culture and the Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia

GRADEMARK REPORT

FINAL GRADE

/0

GENERAL COMMENTS

Instructor

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*
KARYA ILMIAH : **PROSIDING** *

Judul Karya Ilmiah (paper) : Local Culture and The Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia

Jumlah Penulis : 3 Orang (**Siti Aisyah TR, AM. Soesilo, Muh Sabandi**)

Status Pengusul : Penulis pertama / ~~penulis ke~~ / ~~penulis korespondensi**~~

Identitas Prosiding : a. Nama Prosiding : **2014 SIBR Conference on Interdisciplinary Business and Economics Research**

b. ISBN/ISSN : -

c. Tahun Terbit, Tempat Pelaksanaan : **5 - 7 Juni 2014, Bangkok**

d. Penerbit/organiser : **SIBR Research**

e. Alamat repository PT/web prosiding : <https://repository.feb.uns.ac.id/lihatpdf.php?lokasi=publikasi&kode=747>

f. Terindeks di (jika ada) :

Kategori Publikasi Makalah : Prosiding Forum Ilmiah Internasional
(beri ✓ pada kategori yang tepat) Prosiding Forum Ilmiah Nasional

Hasil Penilaian *Peer Review* :

Komponen Yang Dinilai	Nilai Maksimal Prosiding 15		Nilai Akhir Yang Diperoleh
	Internasional <input type="checkbox"/>	Nasional <input type="checkbox"/>	
a. Kelengkapan unsur isi paper (10%)	1,5		1,30
b. Ruang lingkup dan kedalaman pembahasan (30%)	4,5		3,50
c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	4,5		4,00
d. Kelengkapan unsur dan kualitas terbitan/prosiding (30%)	4,5		3,00
Total = (100%)	15		11,80
Nilai Pengusul = 60% x 11,80 = 7,08 (Penulis pertama)			

Catatan Penilaian artikel oleh Reviewer :

- a. Kelengkapan dan kesesuaian unsur isi artikel : Paper ini memenuhi semua unsur yang seharusnya ada dalam sebuah paper, mencakup latar belakang, perumusan masalah, review literatur, metodologi, hasil analisis, kesimpulan dan referensi.
- b. Ruang lingkup dan kedalaman pembahasan : Paper ini membahas mengenai **determinan adopsi teknologi informasi pada usaha kecil menengah (UKM) Batik** di Surakarta, Sragen, Klaten dan Yogyakarta. Tujuan paper ini sangat menarik dan **sangat bermanfaat bagi pengembangan usaha Batik** yang merupakan produk unik dan unggulan dari Indonesia.
- c. Kecukupan dan pemutakhiran data/informasi dan metodologi : Paper ini sudah memiliki kecukupan dan juga menggunakan data dan metodologi yang mutakhir. Penelitian ini ingin melihat **sejauh mana UKM menerapkan teknologi informasi pada usaha Batiknya** guna mendorong produktivitas dan kemajuan Batik di Indonesia pada umumnya dan di daerah-daerah tersebut pada khususnya. Hasil termuan **paper ini sangat bermanfaat bagi pemerintah** dalam melakukan kebijakan untuk mengembangkan produk Batik dan juga bermanfaat bagi pengusaha Batik itu sendiri.
- d. Kelengkapan unsur dan kualitas terbitan : Prosiding ini diterbitkan oleh SIBR Research Committee tahun 2014 di Hongkong, sebagai penyelenggara konferensi yang berreputasi di kancah internasional. Kualitas terbitan sudah sesuai dengan ketentuan sebuah konferensi internasional.
- e. Indikasi Plagiat : Tidak ada indikasi plagiasi, ditunjukkan dengan rendahnya hasil uji similarity (terlampir)
- f. Kesesuaian bidang ilmu : sangat sesuai dengan bidang ilmu penulis, dimana paper ini membahas kajian bidang Ekonomi kelembagaan.

Surakarta, 07 APR 2020

Reviewer

Prof. Dr. Yunastiti Purwaningsih, MP

NIP. 195906131984032001

Jabatan : Guru Besar

Pangkat, Gol Ruang : Pembina Utama Muda/IV D

Unit Kerja : FEB UNS

Bidang Ilmu : Ekonomi Pembangunan

*Dinilai oleh dua Reviewer secara terpisah

**Coret yang tidak perlu

LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*
KARYA ILMIAH : **PROSIDING** *

Judul Karya Ilmiah (paper) : Local Culture and The Role of Social Norms in Determining Adoption of Information Technology in SMEs Batik in Indonesia

Jumlah Penulis : 3 Orang (Siti Aisyah TR, AM. Soesilo, Muh Sabandi)

Status Pengusul : Penulis pertama / ~~penulis ke~~ / ~~penulis korespondensi~~**

Identitas Prosiding : a. Nama Prosiding : **2014 SIBR Conference on Interdisciplinary Business and Economics Research**

b. ISBN/ISSN : -

c. Tahun Terbit,Tempat Pelaksanaan : **5 - 7 Juni 2014, Bangkok**

d. Penerbit/organiser : **SIBR Research**

e. Alamat repository PT/web prosiding : <https://repository.feb.uns.ac.id/lihatpdf.php?lokasi=publikasi&kode=747>

f. Terindeks di (jika ada) :

Kategori Publikasi Makalah : Prosiding Forum Ilmiah Internasional
(beri ~ pada kategori yang tepat) Prosiding Forum Ilmiah Nasional

Hasil Penilaian *Peer Review* :

Komponen Yang Dinilai	Nilai Maksimal Prosiding 15		Nilai Akhir Yang Diperoleh
	Internasional <input type="checkbox"/>	Nasional <input type="checkbox"/>	
a. Kelengkapan unsur isi paper (10%)	1.5		1,25
b. Ruang lingkup dan kedalaman pembahasan (30%)	4.5		3,55
c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	4.5		3,65
d. Kelengkapan unsur dan kualitas terbitan/prosiding (30%)	4.5		3,50
Total = (100%)	15		11,95
Nilai Pengusul = 60% x 11,95 = 7,17 (Penulis pertama)			

Catatan Penilaian artikel oleh Reviewer :

- a. Kelengkapan dan kesesuaian unsur isi artikel : Paper ini telah mencukupi kelengkapan unsur yang terdiri latar belakang, perumusan masalah, kajian pustaka, metodologi, hasil dan analisis
- b. Ruang lingkup dan kedalaman pembahasan : Topik studi cukup menarik yakni menyusun model adopsi teknologi informasi untuk industrk batik UMKM di sentra batik daerah Surakarta, Klaten, Sragen dan Yogyakarta. Yang mencakup 40 responden. Secara umum hasil penelitian ini adalah bahwa industry batik UMKM masih lemah dalam mengadopsi teknologi informasi, untuk itu memang perlu dukungan dari stakeholders dalam meningkatkannya.
- c. Kecukupan dan pemutakhiran data/informasi dan metodologi : Secara umum paper ini telah mencukupi baik dari sudut data dan metodologi. Metode yang dipergunakan dalam studi ini adalah SEM-PLS yang telah dieksekusi dan berhasil menjelaskan studi ini
- d. Kelengkapan unsur dan kualitas terbitan : Paper ini telah dipresentasikan dalam forum ilmiah internasional yang bereputasi. Yang telah memenuhi kaidah penulisan yang ditentukan.
- e. Indikasi plagiat: Tdak ada indikasi plagiarism
- f. Kesesuaian bidang ilmu: Sangat sesuai bidang ekonomi terutama dalam bidang ekonomi pembangunan.

Surakarta, 09 APR 2020

Lukman Hakim, SE., M.Si., Ph.D

NIP 196805182003121002

Jabatan : Lektor Kepala

Pangkat, Gol Ruang : Pembina/IVA

Unit Kerja : FEB UNS

Bidang Ilmu : Ekonomi Pembangunan

*Dimilai oleh dua Reviewer secara terpisah

**Coret yang tidak perlu