462-JEBE-TURNITIN

by Eka Kurnia Patmasari

IMPLEMENTATION OF THE PEOPLE'S MARKET APPLICATION TO IMPROVE THE PERFORMANCE OF MSMES IN KENDAL REGENCY: INTEGRATION OF THEORY ACCEPTANCE MODEL (TAM) AND EXTENDED THEORY OF PLANNED BEHAVIOR (TPB)

ABSTRACT

The emergence of Covid 19 has devastated the performance of Micro, Small and Medium Enterprises (MSMEs) including in Kendal Regency. Through the People's Market application, it is hoped that it can encourage the performance of MSMEs after the pandemic. However, the problem that occurs is that users of the People's Market application in MSME players are still low which can hinder growth and competitiveness in the digitalization era. This study aims to analyze the behavior of MSME players in adopting the People's Market application in Kendal Regency through the integration of the Theory Acceptance Model (TAM) and the Extended Theory of Planned Behavior (TPB). This research is a causality study using seven main variables tested from the TAM and TPB models, namely: perceived benefits; perceived ease of use; attitude in adopting the People's Market application; subjective norms; perceived behavioral control; behavioral intention in adopting the People's Market application; and actual behavior. The sample of this study used a purposive sampling method with a total sample that met the criteria of 231 respondents. The data was obtained from distributing questionnaires via google form. The data were statistically tested through the AMOS program. The results showed that perceived benefits and perceived ease of use affect attitudes. Attitude affects the behavioral intention of traders in adopting the People's Market application. However, subjective norms and perceived behavioral control have no significant effect on behavioral intentions. The results also prove that behavioral intentions can encourage merchants to carry out actual behavior in adopting the People's Market application.

Keywords: People's Market Application; Theory Acceptance Model (TAM); Extended Theory of Planned Behavior (TPB)

INTRODUCTION

Economic activity in Indonesia is currently a serious concern in promoting sustainable economic development. Micro, Small and Medium Enterprises (MSMEs) play an important role in improving sustainable economic development (Suminah et al., 2022). Namun. However, this disappeared when the Covid 19 pandemic emerged in 2020. This deadly virus has devastated the global economy, including Indonesia. The impact of the emergence of this virus is that sales in MSME players have decreased significantly (Takeda et al., 2022). previous findings prove that during the pandemic the survival of businesses has decreased significantly (Islam & Fatema, 2023). Survey results by LIPI reported that as many as 94.69% of MSMEs during the pandemic experienced a decline in sales (LIPI, 2020). Meanwhile, in Kendal Regency, the number of MSMEs negatively affected during the pandemic was 82.9% (Pemkab. Kendal, 2022).

The implementation of effective recovery strategies, shaping resilience solutions, and government support, play an important role in avoiding the downturn of MSME actors (Abhari, 2021). One of the ways carried out by the Kendal Regency government is by publishing the Pasar Rakyat application, which is a positive step in supporting the performance of MSMEs in a sustainable

manner. The application can provide a platform for MSMEs to sell their products and services online, which can help them reach a wider customer base and increase their sales. In addition to providing a platform for MSME players to sell their products, the app aims to promote local businesses and help them grow by providing marketing and promotional tools to help merchants increase their visibility and attract more customers.

Berbagai cara dilakukan oleh pemerintah daerah setempat untuk mendorong pelaku UMKM dalam mengadopsi aplikasi Pasar Rakyat, seperti melakukan sosialisasi dan pelatihan aplikasi Pasar Rakyat. Namun, permasalahan yang terjadi saat ini yaitu masih rendahnya pelaku UMKM dalam mengadopsi aplikasi pasar rakyat. Data menunjukkan bahwa jumlah pelaku UMKM yang sudah mengadopsi dan menggunakan aplikasi Pasar Rakyat hanya 7,51% dari total UMKM di Kab. (Pemkab. Kendal, 2022). Rendahnya penggunaan aplikasi Pasar Rakyat pada pelaku UMKM di Kendal merupakan tantangan signifikan yang dapat menghambat pertumbuhan dan daya saing mereka selama pandemi dan setelahnya. Digitalisasi sangat penting bagi UMKM sebagai solusi agar tetap relevan dan beradaptasi dengan lanskap bisnis yang terus berubah (Takeda et al., 2022). Theory Acceptance Model (TAM) dan Theory of Planned Behavior (TPB) keduanya merupakan kerangka pendekatan dalam memahami dan menilai perilaku dan sikap pengguna terhadap penerimaan teknologi secara komperhensif (Lee, 2009).

TAM merupakan teori perluasan dari Theory of Reasoned Action (TRA) yang menjelaskan determinan perilaku sadar (Ajzen, 1991). Teori ini pertama kali dikembangkan oleh Davis pada tahun 1985 untuk menjelaskan penerimaan teknologi informasi yang berfokus pada fokus pada kegunaan dan kemudahan penggunaan yang dirasakan pengguna (Naeem et al., 2022). Dalam TAM dapat memberikan gambaran dasar teoritis yang membahas faktor yang mempengaruhi untuk menjelaskan motif ke arah penggunaan teknologi (Kim, 2006). Sedangkan TPB pertama kali dikembangkan oleh Ajzen pada tahun 1991 untuk menganalisis perilaku seseorang yang mampu mengklaim dan memprediksi hubungan antara niat dengan tindakan (Tang et al., 2022). Disamping itu, TPB dapat digunakan oleh perusahaan dalam merancang strategi pemasaran dan mengembangkan model bisnis secara berkelanjutan (Ong et al., 2022). TPB mempertimbangkan faktor tambahan seperti norma sosial, sikap, dan kontrol perilaku yang dirasakan yang dapat mendorong niat dan perilaku aktual (Ajzen, 1985).

In TAM, a person's attitude in adopting the People's Market Application can be driven by perceived benefits and perceived ease of use (Davis, 1989). For example, several previous studies have found that perceived benefits and perceived ease of use can affect a person's attitude towards adopting technology. In this case, a person's attitude can be formed because the service provides benefits and convenience for its users (Wong et al., 2022). Other research integrating the TAM model with TPB on internet banking users proves that perceived benefits and perceived ease of use can shape

attitudes, and attitudes, subjective norms and perceived behavioral control can significantly encourage a person's behavioral intentions (Lee, 2009). Recent research on post-Covid 19 bicycle users provides the same results that a person's attitude can be influenced by perceived benefits and perceived ease of use, and a person's behavioral intention can be formed by three important elements, namely attitude, subjective norms and behavioral control (Irawan et al., 2022). However, previous research analyzing the behavior of MSMEs in accepting online shopping applications including the People's Market application that integrates the TAM and TPB models has never been done before, especially in Indonesia. In addition, some previous studies only tested the TAM and TPB models up to behavioral intentions. Whereas in TPB, actual behavior is the final result of TPB after behavioral intention because it is the real condition of a particular behavior (Ajzen, 1985). Therefore, this is a novelty in this study.

Combining the TAM framework with the extended TPB can gain a more comprehensive understanding to evaluate the use of the People's Market application on MSME actors. This model can help identify potential barriers and facilitate the use of the People's Market application and develop strategies to overcome them. Therefore, the specific objectives of this study are expected to contribute insights to the central and local governments, especially Kendal Regency through the integration of TAM and extended TPB in evaluating the perceptions of MSME players in adopting online market applications. In this case, the research framework model is as follows.
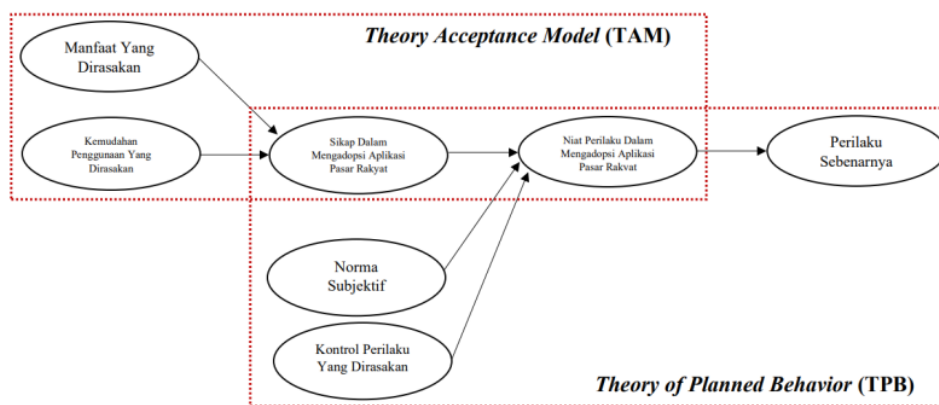
Figure 1. Thinking Framework Model

METHOD

This type of research is causality research. Causality research is used to analyze the relationship between two variable relationships and can be more (Creswell, 2014). In this study, seven variables were tested in the TAM and TPB models. The study population refers to the group of individuals or

subjects that the researcher chooses to participate in the research study (Cooper & Schindler, 2014). The research population chosen is MSME players in Kendal Regency. In this case, we conducted sampling. A research sample refers to a subset of individuals or subjects selected from a larger research population to participate in a research study (Cooper & Schindler, 2014). The sample in this study was selected based on purposive sampling or based on criteria determined by the researcher. The research sample criteria selected were: 1) MSME actors in Kendal Regency; and 2) making sales in the People's Market Application> 6 months.

The number of samples in this study is based on the formula adopted by Ferdinand, which is based on the number of sample sizes determined at least 5 times the number of indicators used (Ferdinand, 2014). The number of indicators in this study from the TAM and TPB models were 21 indicators of the 7 variables tested, so that the minimum research sample was 105 respondents. This amount is in accordance with Roscoe's opinion that the number of good research samples is at least 30 samples and a maximum of 500 samples (Roscoe, 1975).

The research data uses primary data obtained directly by researchers (Cooper & Schindler, 2014). Primary data was obtained through distributing online questionnaires to respondents via google form. The questionnaire in this study is divided into two parts. The first part contains respondent characteristics, such as gender, age, type of business, length of business, and the like, while the second part contains research statements to determine respondents' perceptions related to TAM and TPB in using the People's Market application. The results of the distribution of the questionnaire are then classified into a modified Likert scale to make it easier to process and analyze research data. The Liker scale in this study, namely: 1) point 5 for Strongly Agree; 2) point 4 for Agree; 3) point 3 for Disagree; 4) point 2 for Disagree; and point 1 for Strongly Disagree.

The results of the questionnaire distribution were tested empirically through the AMOS program with three stages of testing, namely: Confirmatory Factor Analysis (CFA) test, Goodness of Fit (GoF) test, and regression analysis. The CFA test is used to test whether a construct has unidimesionality or not and the indicators used can confirm a construct or not using three tests, namely: Convergent Validity (Loading Factor ideally 0.70 or at least $\geq$ 0.50); Construct Reliability (Construct Reliability (CR) $\geq$ 0.70); and Average Variance Extracted (AVE) (AVE $\geq$ 0.50) (Hair et al., 2010).

Goodness of Fit (GoF) test to test the suitability of the research model used (Hair et al., 2010). Some GoF methods used are the Goodness of Fit Index (GFI) test, Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Tucker Lewis Index (TLI), and The Root Mean Square Error of Approximation (RMSEA). The third step is to conduct a path analysis test to analyze the influence between the variables tested in the TAM and TPB models. The criteria used are the P-value $\leq$ 0.05, then there is a significant influence between the research variables (Hair et al., 2010).

DATA ANALYSIS

Characteristics of Respondents

The sample of this study, namely MSME players in Kendal Regency who sell by utilizing the People's Market Application, met the research criteria as many as 231 respondents. The results showed that the most respondents were female as many as 129 respondents (55.8%), aged 18 years to 30 years as many as 157 respondents (68.0%), and had a high school education equivalent to 124 respondents (53.7%). The data shows that the people's market application is more easily accessed and used by millennial and educated female groups who are often more familiar with technology and smartphone applications. They sell online to fill their spare time as housewives and feel more comfortable in using technology and applications than those with lower education levels.

Table 2: Characteristics of Respondents

Characteristics	Category	Frequency	%
Gender	Male	102	44,2
	Female	129	55,8
Age	18-30	157	68,0
	31-45	42	18,2
	46-60	22	9,5
	>60	10	4,3
Education	SMP	48	20,8
	SMA	124	53,7
	Diploma	12	5,2
	S1/S2/S3	47	20,3
Total		231	100,0

CFA Test Results

The CFA test in this study uses three approaches, namely: Convergent Validity, Construct Reliability, and Average Variance Extracted. The research results in Table 3 show that the Convergent Validity test results have a loading factor value> 0.50, so the data meets the Convergent Validity criteria. The Construct Reliability test results have a CR value> 0.60, so the data meets Construct Reliability. While the Average Variance Extracted has an AVE value> 0.50 so that the data meets the Average Variance Extracted. The results showed that overall the data had met the quality of the instrument.

Table 3. CFA Test Results

Variable	Item	Loading Factor	CR	AVE	Result Seach
Perceived Uselfulness	PU1	0,794	0,917	0,897	

	PU2	0,900			Valid and reliable
	PU3	0,960			
Perceived Ease of Use	PEOU1	0,610	0,668	0,449	Valid and reliable
	PEOU2	0,585			
	PEOU3	0,703			
Attitude	ATT1	0,916	0,895	0,864	Valid and reliable
	ATT2	0,877			
	ATT3	0,783			
Subjective Norms	SN1	0,758	0,741	0,601	Valid and reliable
	SN2	0,840			
	SN3	0,472			
Perceived Behavioral Control	PB1	0,711	0,750	0,612	Valid and reliable
	PB2	0,858			
	PB3	0,533			
Behavioral Intention	BI1	0,733	0,785	0,671	Valid and reliable
	BI2	0,661			
	BI3	0,825			
Actual Behavior	AB1	0,778	0,765	0,629	Valid and reliable
	AB2	0,712			
	AB3	0,671			

Goodness of Fit (GoF) Test Results

The GoF test is used to measure the extent to which the observed data fits the theoretical model or the expected distribution. The research results in Table 4 show that GFI (0.878 > 0.90) is in the marginal fit category; AGFI (0.834 > 0.90) is in the marginal fit category; CMIN/DF (1.974 < 2.0) is in the good fit category; TLI (0.909 > 0.90) is in the good fit category; CFI (0.926 > 0.90) is in the good fit category; and RMESEA (0.065 < 0.08) is in the good fit category. Referring to these results shows that overall the data is declared to meet the suitability of the structural model.

The GoF test is used to measure the extent to which the observed data fits the theoretical model or the expected distribution. The research results show that GFI (0.878 > 0.90) is in the marginal fit category; AGFI (0.834 > 0.90) is in the marginal fit category; CMIN/DF (1.974 < 2.0) is in the good fit category; TLI (0.909 > 0.90) is in the good fit category; CFI (0.926 > 0.90) is in the good fit category; and RMESEA (0.065 < 0.08) is in the good fit category. Referring to these results shows that overall the data is declared to meet the suitability of the structural model.

Path Analysis Test Results

The path analysis test is used to analyze the effect between research variables in the TAM and TPB models with a P-Value value criterion ≤ 0.05. The results showed that perceived benefits have a

significant effect on attitudes (0.005 < 0.05); perceived ease of use affects attitudes (0.000 < 0.05); attitudes affect behavioral intentions (0.000 < 0.05); subjective norms have no effect on behavioral intentions (0.193 > 0.05); perceived behavioral control has no effect on behavioral intentions (0.122 > 0.05); behavioral intentions have a significant effect on actual behavior (0.000 < 0.05).

Table 3. Path Analysis Test Results

			Estimate	S.E.	C.R.	P-Value
ATT	<---	PU	0,287	0,103	2,781	0,005
ATT	<---	PEOU	0,687	0,187	3,674	0,000
BI	<---	ATT	0,401	0,055	7,275	0,000
BI	<---	SN	0,058	0,045	1,302	0,193
BI	<---	PB	0,070	0,045	1,545	0,122
AB	<---	BI	0,480	0,116	4,126	0,000

DISCUSSION

The results of this study were tested Bayesian using path analysis. The results show that perceived benefits have a significant effect on attitudes towards adopting public market applications. The public market applications in this study can provide benefits in terms of improving the operational efficiency of merchants, including better inventory management, real-time monitoring of sales, or automation of administrative tasks. Merchants who perceive these benefits will have a positive attitude towards the application because they see the potential to increase productivity and save time. Similar to the research by Ariffin et al. (2021); Daragmeh et al. (2021); Chawla & Joshi (2019) that perceived benefits can increase the attitude of traders in adopting the People's Market application.

The results showed that the perceived ease of use can have a significant effect in increasing the attitude of traders in adopting the People's Market application. The results of the study prove that the People's Market application is able to assist traders in performing their tasks more efficiently. Merchants do not need to spend a lot of time or effort to learn how to use the application properly which can increase their productivity and save time. Traders tend to have a positive attitude towards applications if they feel that there is good user support that can minimize the need for intensive support. These results are in line with research by Liu et al. (2022); Yao et al. (2022); Ariffin et al. (2021) that perceived ease of use can encourage traders' attitudes in adopting the People's Market application.

The results showed that attitudes can encourage traders' intentions in adopting the People's Market application. These results indicate that a positive attitude towards the People's Market application creates a positive motivation to adopt it. Traders who have a positive attitude tend to feel enthusiastic and motivated to try the application. These results are in line with Saefudin et al. (2022); Singh et al. (2020); Olya et al. (2019) that attitudes can encourage a person's behavioral intentions.

The results showed that subjective norms had no effect on traders' intention to adopt the People's Market application. In this case, traders face significant external barriers in adopting applications, such as technical limitations or technology accessibility. Strong barriers do not have a significant impact on traders' intentions. These results are similar to research by Yao et al. (2022); Nadlifatin et al. (2021); Liu et al. (2022) that subjective norms have no effect on one's intention. But contrary to Saefudin et al. (2022) that subjective norms can affect behavioral intentions. The results showed that perceived behavioral control had no significant effect on the behavioral intention of traders in adopting the People's Market application. These results indicate that there are changes or improvements in the applications used, traders feel that they lose control over situations that can make them hesitant in their intention to adopt the application. Limited resources, such as the technical skills required to operate the application, the perceived control will not have a significant impact. These results are in line with Amankwa et al. (2023); Acikgoz et al. (2023) that perceived behavioral control has no effect on one's intention. However, contrary to Albayati et al. (2023); Yao et al. (2022) which proved that the two variables had no statistical effect.
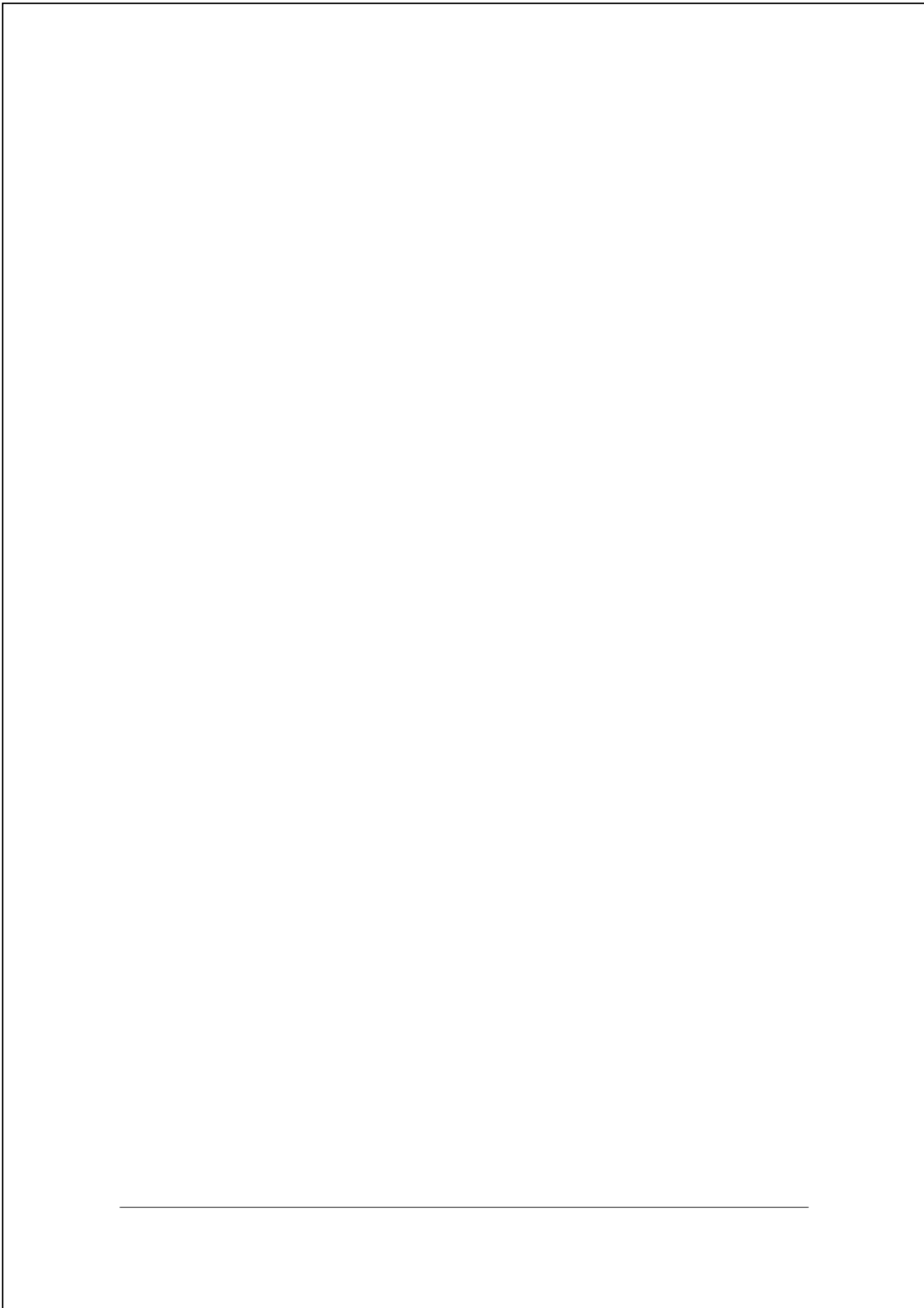
Behavioral intentions reflect the level of awareness and consideration that individuals have made towards an action. Before taking action, traders usually plan and consider their decisions. Strong intentions indicate that they have thought about the consequences, benefits, and other considerations related to app adoption. The results showed that behavioral intentions had a significant effect on the actual behavior of traders in adopting the People's Market application. These results indicate that traders have a strong intention to sell online, encouraging them to actually carry out these actions. In this case, if the trader has a strong intention to adopt the People's Market application to sell online. These results are in line with research by Saefudin et al. (2022) that behavioral intentions can have a significant effect on actual behavior in adopting technology.

CONCLUSION

Referring to the discussion presented earlier, the integration of TAM and TPB on the behavior of peddlers in adopting the People's Market application shows that perceived benefits and perceived ease of use affect the attitude of peddlers in adopting the People's Market application. Attitudes can have a significant effect on the behavioral intentions of peddlers in adopting the People's Market application. However, subjective norms and perceived behavioral control have no significant effect on behavioral intentions. The results showed that behavioral intentions have a significant effect on actual behavior in adopting the People's Market application.

REFERENCES

462-JEBE-TURNITIN

8	lp2m.unpkediri.ac.id Internet Source	1%
9	worldwidescience.org Internet Source	1%
10	Leong, Lai-Ying, Teck-Soon Hew, Garry Wei-Han Tan, and Keng-Boon Ooi. "Predicting the determinants of the NFC-enabled mobile credit card acceptance: A neural networks approach", Expert Systems with Applications, 2013. Publication	<1%
11	Sha Lou, Xiaoxin Zhang, Dehua Zhang. "What determines the battery recycling behavior of electric bike users?: Introducing recycling convenience into the theory of planned behavior", Journal of Cleaner Production, 2022 Publication	<1%
12	Submitted to Universiti Malaysia Sarawak Student Paper	<1%
13	Zachariah John A. Belmonte, Yogi Tri Prasetyo, Omar Paolo Benito, Jui-Hao Liao et al. "The acceptance of nuclear energy as an alternative source of energy among Generation Z in the Philippines: An extended theory of planned behavior approach", Nuclear Engineering and Technology, 2023 Publication	<1%

14   Ayako Taniguchi, Satoshi Fujii. "Process Model of Voluntary Travel Behavior Modification and Effects of Travel Feedback Programs", Transportation Research Record: Journal of the Transportation Research Board, 2018
Publication   <1%

15   Submitted to Westcliff University
Student Paper   <1%

16   Submitted to University of Bristol
Student Paper   <1%

17   Submitted to University of the West Indies
Student Paper   <1%

18   journal.ummat.ac.id
Internet Source   <1%

19   id.scribd.com
Internet Source   <1%

20   www.mdpi.com
Internet Source   <1%

21   Chia-Jui Hsu, Jin-Ru Yen, Yu-Chun Chang, Hui Kee Woon. "How do the services of low cost carriers affect passengers' behavioral intentions to revisit a destination?", Journal of Air Transport Management, 2016
Publication   <1%

22   hdl.handle.net
Internet Source   <1%

23 ieomsociety.org
Internet Source   <1%

24 jp.feb.unsoed.ac.id
Internet Source   <1%

25 openaccess.hacettepe.edu.tr:8080
Internet Source   <1%

26 www.business.gov.au
Internet Source   <1%

27 www.jatit.org
Internet Source   <1%

28 www.sciencegate.app
Internet Source   <1%

29 Marie Spohn, Erich M. Pötsch, Stephanie A.   <1%
Eichorst, Dagmar Woebken, Wolfgang Wanek,
Andreas Richter. "Soil microbial carbon use
efficiency and biomass turnover in a long-
term fertilization experiment in a temperate
grassland", Soil Biology and Biochemistry,
2016
Publication

30 journal.ipb.ac.id
Internet Source   <1%

31 jptk.ppj.unp.ac.id
Internet Source   <1%

32 www.russianlawjournal.org

Internet Source

<1 %

33 www.scribd.com
    Internet Source

<1 %

34 Wim van Breukelen. "Voluntary employee
    turnover: combining variables from
    the'traditional' turnover literature with the
    theory of planned behavior", Journal of
    Organizational Behavior, 11/2004
    Publication

<1 %

35 eprints.iain-surakarta.ac.id
    Internet Source

<1 %

Exclude quotes   Off   Exclude matches   Off
Exclude bibliography Off