

PENERIMAAN TEKNOLOGI MEDIA SOSIAL BAGI USAHA MIKRO KECIL
DAN MENENGAH PANGAN HASIL TERNAK BERBASIS KOMUNITAS
PADA MASA PANDEMI COVID-19

INTISARI

Adellina Sendy Widyaswara
18/437392/PPT/01027

Penelitian ini bertujuan menganalisis *Technology Acceptance Model* (TAM) yang telah dimodifikasi dan peran komunitas dalam penggunaan media sosial oleh Usaha Mikro Kecil dan Menengah pada masa pandemi Covid-19. Penelitian dilaksanakan dari bulan Juni-Oktober 2020, dengan penentuan responden menggunakan metode *judgmental sampling*. Pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Analisis jalur menggunakan metode *Partial Least Square* (PLS). Hasil uji hipotesis menunjukkan terdapat perbedaan hasil antara kelompok anggota komunitas dan bukan anggota komunitas. Hasilnya sebagai berikut, pada anggota komunitas Persepsi Kemudahan Penggunaan (PKP) mempengaruhi Persepsi Kebermanfaatan (PK) ($\beta = 0,7$; $t = 12,13$), PKP mempengaruhi Sikap terhadap Media Sosial (SMS) ($\beta = 0,33$; $t = 2,77$), PK mempengaruhi SMS ($\beta = 0,47$; $t = 4,36$), SMS mempengaruhi Niat Penggunaan Media Sosial (NPMS) ($\beta = 0,72$; $t = 5,55$), Popularitas Media Sosial (PMS) mempengaruhi NPMS ($\beta = 0,22$; $t = 2,01$), Kepercayaan terhadap Media Sosial (KMS) tidak signifikan mempengaruhi NPMS ($\beta = -0,01$, $t = 0,10$) dan NPMS mempengaruhi Perilaku Penggunaan Media Sosial (PPMS) ($\beta = 0,90$; $t = 49,07$). UMKM bukan anggota komunitas, PKP mempengaruhi PK ($\beta = 0,73$; $t = 11,6$), PKP tidak signifikan mempengaruhi SMS ($\beta = 0,05$; $t = 0,45$), PK mempengaruhi SMS ($\beta = 0,74$; $t = 7,66$), SMS mempengaruhi NPMS ($\beta = 0,48$; $t = 4,25$), PMS mempengaruhi NPMS ($\beta = 0,35$; $t = 4,12$), KMS mempengaruhi NPMS ($\beta = 0,21$; $t = 2,10$) dan NPMS mempengaruhi PPMS ($\beta = 0,90$; $t = 28,95$). Kesimpulan penelitian adalah pada UMKM anggota komunitas semua hipotesis signifikan kecuali KMS tidak signifikan dalam mempengaruhi NPMS sedangkan UMKM bukan anggota komunitas semua hipotesis signifikan kecuali PK tidak signifikan dalam mempengaruhi SMS, PK dari media sosial mempengaruhi SMS dan secara langsung berpengaruh pada NPMS, disisi lain PMS dapat memperkuat NPMS sehingga membentuk perilaku UMKM dalam penggunaan media sosial serta komunitas berperan sebagai dasar pengambilan keputusan bagi UMKM dalam menggunakan media sosial untuk bisnis.

Kata kunci: Kepercayaan, komunitas, media sosial, popularitas, TAM.

ACCEPTANCE OF SOCIAL MEDIA TECHNOLOGY FOR SMALL AND MEDIUM
FOOD PRODUCTS BASED ON COMMUNITY FOOD BUSINESS
IN THE COVID-19 PERIOD

ABSTRACT

Adeliina Sendy Widyaswara
18/437392/PPT/01027

This study aims to analyze the modified Technology Acceptance Model (TAM) and the role of the community in the use of social media by Micro, Small and Medium Enterprises during the Covid-19 pandemic. The research was conducted from June-October 2020, with the determination of respondents using the judgmental sampling method. Data collection using a questionnaire that has been tested for validity and reliability. Path analysis using the Partial Least Square (PLS) method. Hypothesis test results show that there are differences in results between groups of community members and non-community members. The results are as follows, among community members the Perception of Ease of Use (PKP) affects the Perception of Usefulness (PK) ($\beta = 0.7$; $t = 12.13$), PKP affects attitudes towards Social Media (SMS) ($\beta = 0.33$; $t = 2.77$), PK affects SMS ($\beta = 0.47$; $t = 4.36$), SMS affects Social Media Intention (NPMS) ($\beta = 0.72$; $t = 5.55$), Social Media Popularity (PMS) affects NPMS ($\beta = 0.22$; $t = 2.01$), Trust in Social Media (KMS) does not significantly affect NMS ($\beta = -0.01$, $t = 0.10$) and NPMS affects Social Media Use Behavior (PPMS) ($\beta = 0.90$; $t = 49.07$). MSMEs are not members of the community, PKP affects PK ($\beta = 0.73$; $t = 11.6$), PKP does not significantly affect SMS ($\beta = 0.05$; $t = 0.45$), PK affects SMS ($\beta = 0.74$; $t = 7.66$), SMS affects NPMS ($\beta = 0.48$; $t = 4.25$), PMS affects NPMS ($\beta = 0.35$; $t = 4.12$), KMS affects NPMS ($\beta = 0.21$; $t = 2.10$) and NPMS affect PPMS ($\beta = 0.90$; $t = 28.95$). The conclusion of this research is that on UMKM community members, all hypotheses are significant except KMS is not significant in influencing NPMS while MSMEs are not community members, all hypotheses are significant except PK is not significant in influencing SMS, PK from social media affects SMS and directly affects NPMS, on the other hand PMS can strengthening NPMS so as to shape MSME behavior in the use of social media and the community acts as a basis for decision making for MSMEs in using social media for business.

Keywords: Community, popularity, social media, TAM, trust