Antecedents of the Use of MSME Social Media: In The Perspective of Technology Acceptance Model Theory

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ABSTRACT

One effort to be able to improve business performance for SMEs is through social media. The use of social media in business is to play a role in spreading product information online to consumers so that it supports the creation of optimal performance productivity and maximum profitability. This study aims to empirically examine the use of social media by SMEs in Badung Regency using the perspective of Technology Acceptance Model (TAM) theory. Structural equation modeling (SEM) with SmartPLS 3.0 software was used to analyze 390 questionnaires distributed to MSME managers who were registered at the Cooperative and UMKM Office of Badung Regency. This research has provided empirical evidence that perceptions of ease of use, perceived Benefit and intention to use social media as a determinant of MSME behavior in the use of social media and then self-efficacy of social media as antecedents in the use of social media for MSME.

1 INTRODUCTION:

The use of social media in managing business processes allows an impact on organizations, especially the Micro, Small and Medium Enterprises (MSMEs) sector to perform better (Al Sharji, Ahmad and Abu Bakr, 2018). Social media opens opportunities for businesses to boost innovation by sharing collaboration and co-creation (Choi, Palmer and Horowitz, 2014). Social media involves exchanging user-generated content, using real-time feedback and building a consumer community to support business processes (Constantinides and Fountain2008). Furthermore (AlSharji, Ahmad and Abu Bakar (2018) suggested that companies can use social media applications in various fields, including sales and marketing, research and development, customer support and operations.

MSMEs have a very strategic role in the national economy. Apart from being a contributor The largest GDP, MSMEs are able to create the most jobs in various types of industries. The Survey of the Creative Economy Agency (BEKRAF) with the Central Statistics Agency (BPS) conducted in 2016, reveals the fact that in Indonesia the creative economy in 2015 recorded a contribution of IDR 852 trillion national gross domestic income (GDP), and an increase of Rp 922.58 trillion in the year with a contribution value to the National GDP of 7.44% (Qonita, 2018) Behind the important role of MSMEs in the national economy, MSMEs also face great challenges so can continue to survive and compete with other products, so that SMEs can have a competitive advantage in the global market, then business people must be able to adjust to market developments and technology. One of them is by adopting social media in improving the performance of the company.

The popularity of social media encourages the creation of a new paradigm called social commerce, namely buying and selling using social media. Social media offers Benefit for SMEs to increase marketing and sales, expand market share, and help business decision making in Priambada (2015) and Rafiah and Kirana (2019). As a step in overcoming these problems, the SMEs began to use social media to support their performance so that increased sales can be achieved. Therefore, it is important to investigate the factors that influence the behavior of the use of social media by SMEs.

Previous research related to the use of social media by MSMEs in Indonesia including descriptive observational research on the Benefit of social media in empowering MSMEs (Srirejeki, 2016) and case studies of social media as marketing media (Rafiah and Kirana, 2019) using a qualitative method approach. Next in the quantitative approach of the study exploration of the factors that influence the use of social media has been done quantitatively using a variety of different theoretical perspectives with the results as hy-
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Prothesized, including in the perspective of the Technology Acceptance Model (TAM) theory conducted (Santika and Yadnya (2017) and Technology-Organization-Environment (TOE) Theory (Purvantini and Anisa, 2018) as well as (Al-Sharji, Ahmad and Abu Bakar, 2018) However, different results were found in the TAM analysis of e-commerce use by MSMEs in Jayapura that the intention variable did not prove to have an effect on the application of e-commerce (Prasetianingrum and Sejati, 2017) as well as (Dixit and Prakash, 2018) who found evidence that perception of ease of use in the national network system did not have a positive impact on attitudes towards the national network system as well as nor was it a predictor for the intention to use the system comprehensively in the MSME analysis at India.

The persistence of inconsistent research results relating to the relationship between research variables in adopting and using social media to support their business activities raises a variety of problems. Furthermore, this study replicates the TAM Theory of Venkatesh and Davis (1996) by incorporating social media self-efficacy into the model and become an antecedent of the use of social media for SMEs. The reason for using the TAM theory in this study is that most of the MSME ownership is individual, so the decision making process, especially in the use of direct social media can be executed. Several previous studies have succeeded in proving the importance of computer self-efficacy as a predictor in technology acceptance (Al-Haderi, 2013; Saleh Alharbi and Drew, 2019). Furthermore Ariff et al., (2012) in his study successfully validated the critical role of computer self efficacy in predicting individual responses to information technology systems. These findings also reveal that there is an indirect relationship between computer self-efficacy and intention through perceived ease of use, the perceived Benefit of TAM theory.

2 REVIEW OF THEORY, CONCEPTUAL FRAMEWORK AND HYPOTHESES:

Theory of Technology Acceptance Model (TAM)

Adoption of information technology systems by a public organization or institution can be predicted with several evaluation model theories that have been developed, one of which is the TAM Theory (Technology Acceptance Model). TAM theory is a theory that describes how one’s acceptance of the use of information technology systems. The aim is to provide understanding in explaining the main factors of information technology systems. The aim is to provide understanding in explaining the main factors of information technology user behavior towards the acceptance of information technology users in this case the use of social media.

The TAM model was first introduced by Fred Davis in 1985. Davis (1985) explained that the overall attitude of potential users towards the use of the system was hypothesized to be the main determinant of the use of the system. Attitude to use is a function of two main beliefs namely the perception of Benefit and the perception of ease. Perceived ease of use has an influence on perceived usefulness. There are external variables that directly affect the perception of Benefit and perceived ease of use, but this variable does not have a direct impact on attitudes or behavior, but rather indirectly through perceived Benefit and perceived ease of use. Davis’s view (1985), the TAM theory can be described as follows. Figure 1

![Figure 1. Davis’s TAM Theory Model (1985)](image1)

In its development, the TAM model has been revised several times, and finally there is a proposed model developed by Venkatesh and Davis in 1996 as presented in Figure 2.

![Figure 2. Venkatesh and Davis’s TAM Theory (1996)](image2)
are obstacles. Individuals with self-efficacy low can damage motivation through their perception that before trying unable to complete the task. Self-efficacy is defined as a person’s belief in his ability to perform tasks successfully, in itself is not a measure of a person’s skills, but is what people believe they can do based on their abilities or skills. Furthermore Compeau and Higgins (1995) then adapted the concept of self-efficacy from the social cognitive theory and used it in the context of information systems commonly known as self-efficacy computer. Compeau and Higgins (1995) defines self-efficacy computer as an individual’s ability to apply computer skills to various computer-related tasks.

Social Media

Social media is a combination of technology and sociology that turns monologues into dialogue. Social media has become very popular because it gives people the opportunity to connect to the online world in the form of personal relationships, politics and business activities including marketing. "Whether we realize it or not, the presence of new media, especially TIK Medos, has had an enormous influence on human life both as an individual and society in general". The presence of social media TIM has changed human behavior in using technology. This results in humans discovering new ways of finding information that are done not only through two-way communication and symmetrical communication processes (Sari et al., 2018).

Sari et al., (2018) explained that ICT Social Media has the meaning of opportunities to achieve a brand through viral video shows or by joining a conversation. To do that, a company must be able to understand the motivation of the community to join a social media program and then be able to attract the interest of the people who are in the group, especially the social media. With the rapid development of social media, the speed and range of WoM (Word of Mouth) can increase rapidly. "At the same time, a large number of companies are developing technology to solve how to use the power of WOM to increase brand awareness, improve marketing improvements and most importantly increase shareholder value".

Effect of Social Media Self-Efficacy on Perceived Ease of Use and Perceived Benefit.

Self-efficacy of social media play an important role in shaping individual perceptions and behavior (Compeau & Higgins, 1995; Hernandez, Jimenez, & Jose Martin, 2009; Wang, Wang, Lin, & Tang, 2003). Furthermore Compeau & Higgins, (1995) states that self-efficacy is an individual trait that is important in moderating organizational influences such as encouragement and support for individual decisions in using computers. Understanding self-efficacy, useful for the successful application of systems in organizations.

A study conducted by Darsono (2005) and Igbaria and Ivari (1995) revealed that computer self-efficacy directly impacts the perceived ease of use and perceived usefulness. Similarly Min, Xu and Yu (2004) examined various determinants related to technology acceptance in the educational environment. This study shows the strong direct impact of self-efficacy on perceived ease of use. Sharp, (2006) conducted a study using TAM and reported that computer self-efficacy significantly affected the Perceived Ease of Use.

Based on the theory and the results of previous research, the proposed hypothesis is:

H1. Self-efficacy of social media positive and significant effect on the perceived ease of use

H2. Self-efficacy of social media positive and significant effect on perceived benefit

Effect of Perceived Ease of Use on Perceived Benefit and Intentions to Use Social Media

Davis et al. (1989) states that the perceived benefit is how much a person’s level of confidence in the use of special systems in improving work performance. The perceived benefit is the usefulness of a technology, if a technology is doubtful, then there will be no intention of someone to use it. "Davis et al., (1989) also explained that the Perceived Ease of Use is the extent to which someone believes that using a technology will be free from effort". Davis et al., (1989) and Venkatesh, (1999) state that the Perceived Ease of Use illustrates impact on the level of behavior through two causes, namely the direct impact on the level of behavior and the indirect impact on behavior through perceived Benefit. The results of previous research have replicated the research model of Davis et al., (1989) in providing empirical evidence of the positive influence of the perception of the ease of use and perceived Benefit towards intentions and behavior in using information technology systems (Adams, Nelson and Todd, 1992; Hendrickson, Massey and Cronan, 1993; S. Al-Haderi, 2013). Furthermore (Sazjna, 1996; Venkatesh & Davis, 1996 and Kanchanatane, Suwanno, & Jarernvongrayab, 2014) prove that perceptions of ease of use affect the use of information systems both directly and indirectly with perceived Benefit.

Based on the theory and the results of previous research, the hypothesis proposed is:

H3. Perceived ease of use has a positive and significant effect on perceived Benefit.

H4. Perceived ease of use has a positive and significant effect on the intention to use social media.

H5. Perceived benefit have a positive and significant effect on the intention to use social media.

Effect of Intentions to Use on Use of Social Media

Davis (1995) states that an interest in behavior is a desire of someone in carrying out certain behaviors. For individuals in performing a behavior if they have the desire or intention to do so. Intentions can also indicate future behavior and repeat it later. Furthermore Davis, (1995) also proved that the use of actual system usage is a real picture of the use of the system. Someone will be satisfied using the system if they believe that the system is easy to use and can increase productivity, which is reflected in the real conditions of system use. The results of previous studies indicate that behavioral interest is a good predictor of the use of technology by users of the system, on the other hand there is a strong correlation between intention to behave and actual behavior (Venkatesh et al., 2003).

Based on the theory and the results of previous research, the hypothesis proposed is:

H6. Intention to use has a positive and significant effect on the use of social media.
Based on Venkatesh and Davis’s TAM theory models (1996), this research conceptual framework can be made as follows: Figure 3

Figure 3. Conceptual Framework Research adapted from Venkatesh (1999)

3 RESEARCH METHODS:

This research is a verification study that aims to examine the relationship of a variable through data collection in the field regarding (1), the effect of self-efficacy of social media on Perceived Ease of Use, (2) the effect of self-efficacy of social media on perceived Benefit, (3) effect of Perceived Ease of Use on perceived Benefit, (4) effect of Perceived Ease of Use on intentions to use social media, (5) effect of perceived Benefit on intentions to use media social and (6) Effect of intention to use on the use of social media.

This study uses a survey method using a questionnaire. The unit of analysis of this study was registered UMKM actors in Badung Regency amounting to 16,332. By using the slovin method at a 5% error threshold, a total sample of 390 MSME actors was obtained. The questionnaire was distributed randomly with a response rate of 100%, this of 390 MSME actors was obtained. The questionnaire was distributed randomly with a response rate of 100%, this means that all questionnaires returned intact and then can be processed. This is because the strategies of researchers who are directly involved and go to the field and await responses from MSME actors. Researchers give souvenirs as a thank-you to respondents, so that respondents become more motivated to fill out questionnaires in accordance with the guidelines of the researcher.

The measurement of each construct consists of a 5-point Likert scale range from strongly disagree (1) to strongly agree (5). As for the constructs and indicators can be presented in the following Table 1

| Characteristics of Respondents |
|--------------------------------|
| Education Level |
| High School |
| College |
| University |
| Percentage |
| 95.4% |
| 47.4% |

The statistical methods used to test the hypotheses proposed in this study are Partial Least Square (PLS) with the help of the SmartPLS 3.0 program. Evaluation of the model in PLS is done by evaluating the outer model and the inner model. Outer model is a measurement model to assess the validity and reliability of the model while the inner model is a structural model to assess the relationship between latent variables.

4 DATA ANALYSIS AND DISCUSSION:

Characteristics of Respondents

Characteristics of MSME perpetrators who use social media to market their products are 47.4%. This is because the possibility of MSME actors has not yet maximally used social media due to a lack of understanding. Based on the age of the SMEs, most were over 30 years old (67.4%). This means that most MSMEs are of productive age in carrying out their business activities. Based on the length of business of SMEs, they are dominated by respondents who have a business duration of less than 5 years by 48.7% compared to the length of business between 6-10 years by 21.8% and over 10 years by 29.5%. This means that respondents who have a business duration of less than 5 years can be said to have experience that is still low, thus impacting on the lack of strategy in increasing productivity, especially in using social media. Furthermore the characteristics of respondents based on their level of education were dominated by their level of education up to high school level by 95.4% compared to the level of the undergraduate. The high level of education of SMEs up to high school students, it is likely that there are some respondents who are still studying in universities that have not been identified, so there is a strong suspicion that respondents who are still students have higher knowledge, especially the importance of social media in increasing their productivity.

Evaluation of the model with SmartPLS in this study was done by evaluating the outer model and inner model. Outer model evaluation is a stage to evaluate the validity and reliability of a construct. There are two kinds of validity tests in SmartPLS, namely convergent validity tests and discriminant validity tests. Convergent validity test, related to the principle that the measurement of the construct must be highly correlated. Convergent validity test can be seen from the loading factor value between 0.5 - 0.7 and the value of AVE (average variance extracted) is greater than 0.5. Discriminant validity relates to the principle that different construct sizes must not be highly correlated. Second, the validity of discrimination is measured by the value of cross loading which is greater than other variables. Outer loading test results, initially there is 1 indicator Y2.5 has a value below 0.7 so that it is excluded from the model. Here are the results of the outer loading test after the Y2.5 indicator is released. can be seen in Table 2

Based on Table 3 and Figure 4 shows convergent validity, where several indicators of all values cross loading of each indicator are valued above 0.5 so that they can said to be valid. Then in Table 3, it can be seen that the discriminant validity illustrates that all items in the construct in question have a value of cross loading that is greater than the value cross loading of other of the construct. This shows that all items are valid.

Table 3

| Reliability Tests |
|------------------|
| Composite Reliability |
| Cronbach’s Alpha |
| > 0.7 |
| > 0.7 |

Reliability tests are carried out to prove accuracy. In SmartPLS, the reliability test is seen from the values Composite Reliability and Cronbachs Alpha of more than 0.7. Based on Table 4, it is known that the values Composite Reliability are all above 0.70. This means that all constructs
Table 1. Research Instrument

| Construction          | Indicators                                                                 | Source Sources                                                                 |
|-----------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Self-efficacy of social media | Sure get information in social media.                                        | Igbaria and Livari (1995)                                                      |
|                       | Sure you can use social media.                                               |                                                                                |
| Perceived ease of use | Easy to learn to operate social media                                        | Davis (1995), Fatmawati, (2015) and Ari, (2013)                               |
|                       | Easy to operate social media as you wish.                                   |                                                                                |
|                       | Interaction with social media is easy to understand.                        |                                                                                |
|                       | Feel flexible to interact with social media.                                |                                                                                |
|                       | It is easy to become skilled in using social media                          |                                                                                |
|                       | Overall, it is easy to operate                                              |                                                                                |
| Perceived Benefit     | Using social media enables improving MSME performance.                      | Davis (1995), Fatmawati, (2015) and Ari, (2013)                               |
|                       | Using social media allows changing performance.                            |                                                                                |
|                       | Using social media can increase work effectiveness                         |                                                                                |
|                       | Using social media allows increasing productivity as MSME entrepreneurs     |                                                                                |
|                       | Using social media makes it easier to get work done overall, using social media is useful for MSMEs. |                                                                                |
| Intention to use      | Try to use social media at any time that can help the performance of MSMEs. | Hu, Chau, Liu Sheng, & Tam, (1999), Weng, Yang, Ho, & Su, (2018) and Ari, (2013) |
|                       | Try as much as possible to use social media in marketing MSME products.     |                                                                                |
|                       | Planning to use social media in the future.                                 |                                                                                |
|                       | Intend to use social media in the future.                                   |                                                                                |
|                       | Hoping the use of social media will continue in the future.                 |                                                                                |
| Use of social media   | Always access social media in marketing MSME products.                      | Davis et al., (1989), Ari, (2013), Venkatesh et al., (2003) and Hanggono, (2015) |
|                       | Always try as much as possible to use social media.                         |                                                                                |
|                       | Access social media almost every day.                                       |                                                                                |
|                       | Trying to use social media at all times in marketing MSME products.         |                                                                                |
|                       | Overall satisfied with the performance of social media.                    |                                                                                |

Table 2. Test Results Outer Loading

|                     | Self-Efficacy of Social Media | Perceived Benefit | Intention to Use | Use of Social Media | Perceived Ease of Use |
|---------------------|-------------------------------|-------------------|------------------|---------------------|-----------------------|
| SE.1                | 0.914                         |                   |                  |                     |                       |
| SE.2                | 0.923                         |                   |                  |                     |                       |
| X1.1                |                              |                   |                  |                     |                       |
| X1.2                |                              |                   |                  |                     |                       |
| X1.3                |                              |                   |                  |                     |                       |
| X1.4                |                              |                   |                  |                     |                       |
| X1.5                |                              |                   |                  |                     |                       |
| X1.6                |                              |                   |                  |                     |                       |
| X2.1                |                              |                   |                  |                     |                       |
| X2.2                |                              |                   |                  |                     |                       |
| X2.3                | 0.887                         |                   |                  |                     |                       |
| X2.4                | 0.893                         |                   |                  |                     |                       |
| X2.5                | 0.869                         |                   |                  |                     |                       |
| X2.6                | 0.864                         |                   |                  |                     |                       |
| Y1.1                | 0.882                         |                   |                  |                     |                       |
| Y1.2                | 0.852                         |                   |                  |                     |                       |
| Y1.3                | 0.877                         |                   |                  |                     |                       |
| Y1.4                | 0.859                         |                   |                  |                     |                       |
| Y1.5                | 0.798                         |                   |                  |                     |                       |
| Y2.1                | 0.820                         |                   |                  |                     |                       |
| Y2.2                | 0.850                         |                   |                  |                     |                       |
| Y2.3                | 0.877                         |                   |                  |                     |                       |
| Y2.4                | 0.884                         |                   |                  |                     |                       |
| Y2.5                | 0.750                         |                   |                  |                     |                       |
| Y2.6                | 0.903                         |                   |                  |                     |                       |
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Table 3. CrossLoading Test Results

|                      | Self-Efficacy of Social Media | Perceived Benefit | Intention to Use | Use of Social Media | Perceived Ease of Use |
|----------------------|------------------------------|-------------------|------------------|--------------------|-----------------------|
| SE.1                 | 0.914                        | 0.446             | 0.396            | 0.435              | 0.560                 |
| SE.2                 | 0.923                        | 0.434             | 0.416            | 0.515              | 0.619                 |
| X1.1                 | 0.586                        | 0.504             | 0.513            | 0.888              |
| X1.2                 | 0.565                        | 0.486             | 0.445            | 0.891              |
| X1.3                 | 0.535                        | 0.474             | 0.433            | 0.850              |
| X1.4                 | 0.561                        | 0.518             | 0.484            | 0.855              |
| X1.5                 | 0.568                        | 0.512             | 0.457            | 0.881              |
| X1.6                 | 0.538                        | 0.483             | 0.486            | 0.854              |
| X2.1                 | 0.433                        | 0.384             | 0.378            | 0.547              |
| X2.2                 | 0.420                        | 0.376             | 0.352            | 0.570              |
| X2.3                 | 0.410                        | 0.379             | 0.348            | 0.540              |
| X2.4                 | 0.380                        | 0.366             | 0.310            | 0.509              |
| X2.5                 | 0.437                        | 0.413             | 0.387            | 0.558              |
| X2.6                 | 0.416                        | 0.407             | 0.330            | 0.530              |
| Y1.1                 | 0.393                        | 0.820             | 0.523            | 0.481              |
| Y1.2                 | 0.380                        | 0.850             | 0.538            | 0.489              |
| Y1.3                 | 0.365                        | 0.877             | 0.523            | 0.484              |
| Y1.4                 | 0.382                        | 0.859             | 0.478            | 0.515              |
| Y1.5                 | 0.336                        | 0.798             | 0.479            | 0.428              |

Figure 4. Construction Model SmartPLS
in the model meet the (reliable) criteria. Then, the value Cronbachs alpha in Table 4 is also above 0.7. Thus, it can be concluded that all constructs have good reliability values.

Table 4. Results Validity and Reliability

|                      | Cronbachs Alpha | Composite Reliability |
|----------------------|-----------------|-----------------------|
| Intention to use (Y1)| 0.896           | 0.924                 |
| Perceived Ease of Use (X1) | 0.936   | 0.949                 |
| Perceived Benefit (X2) | 0.935       | 0.949                 |
| Use of Social Media (Y2) | 0.879   | 0.918                 |

Testing Structural Model (Inner Model)

Evaluation models Structural or Inner models aim to predict relationships between latent variables. The inner model is evaluated by looking at the percentage of variance that is explained by looking at the value of R-squares to construct endogenous latent variables. Evaluation of structural models aims to predict relationships between latent variables. Inner model by looking at the percentage of variance that can be explained by looking at the value of R-squares to build endogenous latent variables.

Testing Model (R-Square)

After all constructs in the model meet the outer model criteria, then the structural model (inner model ) is then evaluated by looking at the value of R2 on the dependent variable and path coefficient parameters. From the results of the equation model in Table 6, the R Square value for the social media usage behavior variable is 0.423. This means that the variable behavior of the use of social media can be explained by the intention variable using 42.3% and the rest is influenced by other factors not explained in this study. In the intention to use social media variable there are 0.338 or 33.83% can be explained by the variable perceived ease of use, perceived usefulness and self-efficacy of social media and the rest of the other variables not explained in this study.

Table 5. Testing (R-Square)

|                      | R Square | R Square Adjusted |
|----------------------|----------|-------------------|
| Intention to use (Y1)| 0.339    | 0.336             |
| Use of social media (Y2)| 0.423 | 0.419             |

Hypothesis Testing and Discussion

To test the hypothesis and test the research model, this study uses Structural Equation Modeling (SEM) analysis with the help of Smart PLS software version 3.0. The results of this analysis can answer what has been formulated in this study. Furthermore, this study also presents path coefficients so that they can know the relationship and influence of certain independent variables with the dependent variable. The hypothesis is accepted if the p-value values are below 0.05 (5%).

Effect of Self-Efficacy of Social Media on Perceived Ease of Use

Based on Table 6, p.value value of 0.000 is obtained which means that Hypothesis 1 is supported, then the estimated original sample value is positive 0.643, which indicates that the direction of the relationship between social media self-efficacy variables and perceived ease of use is positive. This means that the increasing self-efficacy of social media, the Perceived Ease of Use of social media for SMEs also increases with a significant effect. Based on research conducted by Darsono (2005) and Igbiria and Iivari (1995) revealed that computer self-efficacy directly impacts the Perceived Ease of Use. This can occur because of the confidence of MSME actors to get information in social media and the belief of being able to use social media in increasing their productivity which is increasing, and subsequently these beliefs can increase the perception of the ease of use of social media for MSME actors who are reflected easily in learning to operate social media, easy to operate social media as you wish, interactions with social media are easy to understand, feel flexible to interact with social media, easy to become skilled at using social media and easy to operate.

Effect of Self-Efficacy of Social Media on Perceived Benefit

Table 6 shows Hypothesis 2 supported as evidenced by the p.value of 0.023 and the estimated original sample value is positive 0.643. This means that as self-efficacy of social media increases, the perceived Benefit of using social media for SMEs also increase with a significant effect. Based on research conducted by Darsono (2005) revealed that computer self-efficacy directly impacts the perceived Benefit. This can occur because of the confidence of MSME actors to get information in social media and the belief that they are able to use social media. In increasing their productivity, and subsequently these beliefs can increase the perceived Benefit of using social media for MSME actors who are reflected by using social media allowing to improve performance UMKM, using social media allows changing performance, using social media can improve work effectiveness, using social media allows increasing productivity as an MSME entrepreneur and using social media makes it easier to get work done.

Effect of Perceived Ease of Use on Perceived Benefit

The results of the research shown in Table 6 show that hypothesis 3 is supported by a p.value of 0.000 and the original estimated sample value is positive 0.539. This implies that the increasing Perceived Ease of Use of social media, the perceived Benefit of using social media also increase significantly. Davis (1995), Fatmawati, (2015) and Ari, (2013) say that there is a strong relationship between perceived ease of use with perceived Benefit. This strong relationship is due to the emergence of perceived ease of use which is easily reflected in learning to operate social media, easy to operate social media as you wish, interaction with social media is easy to understand, feel flexible to interact with social media, easy to become skilled at using social media as well as easy to operate are of high value. By increasing
perceptions of the ease of use of social media, it is possible to increase the perceived Benefit of MSME actors who are reflected by using social media, enabling improving MSME performance, using social media, enabling changing performance, using social media can increase work effectiveness, using social media, enabling increasing productivity as entrepreneurs MSMEs as well as using social media make it easier to complete work.

**Effect of Perception of Ease of Use on Intention to Use**

Based on Table 6 shows that hypothesis 4 is supported by a p-value value of 0.000 and the original estimated sample value is positive 0.470. This means that with the increasing perception of the ease of use of social media, the intention to use social media also increases significantly. Davis et al., (1989), Adams, Nelson and Todd, (1992) and Hendrickson, Massey and Cronan, (1993) provide empirical evidence of the positive influence of perceived ease of use on intention and behavior in using information technology systems. This strong and significant relationship is due to the emergence of perceived ease of use that is easily reflected in learning to operate social media, easy to operate social media as you wish, interactions with social media are easy to understand, feel flexible to interact with social media, easy to become skilled in using social media and easy to operate. Where this Perceived Ease of Use enables being able to increase the intention to use social media as reflected by trying to use social media whenever it can help MSME performance, trying as much as possible to use social media in marketing MSME products, planning to use social media in the future, intending to use social media in the future and hope that the use of social media will continue in the future.

**The Effect of Perceived Benefit on Intention to Use**

The results of the study are based on Table 6, showing that hypothesis 5 is accepted, which is proven by the p-value of 0.039 with a positive original sample value of 0.147. This means that the more the perceived Benefit of using social media, the intention to use social media also increases significantly. The results of this study are consistent with studies conducted by Weng, Yang, Ho, and Su, (2018). Weng, Yang, Ho, and Su, (2018) found that the construct of perceived Benefit influences behavioral intentions in using social media, In different research contexts, Kanchanatanee, Suwanno, & Jarernvongrayab (2014) show results that are consistent with this study. This strong and significant relationship is due to the increasing perceived Benefit that are reflected by using social media. It is possible to improve MSME performance. Using social media can change performance. Using social media can improve work effectiveness. Using social media allows to increase productivity as MSME entrepreneurs. easier to finish work. With the increasing Benefit of this perception, it is possible to directly increase the intention to use social media as reflected by trying to use social media whenever possible to help MSME performance, trying as much as possible to use social media in marketing MSME products, planning to use social media in the future, intending to use social media in the future and hope that the use of social media will continue in the future.

**Effect of Intention to Use on Use of Social Media**

Furthermore, the results based on Table 6 show that hypothesis 6 is accepted, which is proven by p value of 0.000 and the original estimated sample value is positive 0.605. This means that the increasing intention to use social media, the use of social media also increases significantly. Ari (2013) and Venkatesh et al., (2003) provide empirical evidence of the influence of intention on real behavior in technology acceptance. This stronger relationship can occur because of the intention to use social media that is reflected by trying to use social media whenever that can help MSME performance, trying as much as possible to use social media in marketing MSME products, planning to use social media in the future, intending to use social media in the future, hoping that the use of social media will continue in the future. With this increase in intention, it is directly able to increase the use of social media by MSME actors as reflected by always accessing social media in marketing MSME products, always trying as much as possible to use social media, accessing social media almost every day, trying to use social media at all times. in marketing MSME products.

5 CONCLUSIONS, LIMITATIONS AND IMPLICATIONS:

Based on the findings in this study, it can be concluded that the study successfully validated the TAM Theory so that it can be used as a model to predict the behavior of the use of social media for SMEs in increasing the productivity of their businesses. That social media with all the facilities offered, is able to provide Benefit for SMEs in introducing and also marketing their products to consumers in social networks such as Facebook, WhatsApp, Instagram and other social media

Empirically, the results of this study are proven and consistent with previous research that self-efficacy of social me-
dia is an antecedent of the use of social media. This proves that the perception of MSME actors to use social media in increasing the productivity of their businesses is greatly influenced by the self-confidence of MSME actors to obtain information in social media and to be able to use social media in increasing their productivity, with increased self-efficacy of social media then it will subsequently lead to increased perception ease and use and perceived Benefit which subsequently together can increase intention, and ultimately with high intention will influence MSME actors to use social media.

The implication of the results of the study for SMEs is that this research is expected to be an input in the use of social media. Based on the results of the study, it can be seen that almost most MSME actors have not used social media in improving their business performance. This is understandable because most of the education levels of SMEs are dominated by education levels through high school. For this reason, it is expected that SMEs to expand their knowledge on how to use and use their social media more optimally for matters that have higher strategic value and economic value for their business interests. For the government as a regulator of MSME actors, it is expected to participate by providing computer training, internet, websites or other computer applications that are beneficial for MSME actors.

The limitation of this research is that this study has not classified MSME businesses either in the type of business, the number of assets or the number of employees so that they may influence the results of research generalizations. The next limitation is that this research takes focus in Badung Regency, so that research generalizations are low. For subsequent research, the area of research can be expanded more broadly by targeting other districts in Bali.

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