


icic2020 Submission 193

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Submission 193	
Title	Factors Affecting Acceptance of E-marketplace Based On Hybrid Model of Modified TAM-TRI
Paper:	 (Aug 30, 15:50 GMT)
Author keywords	e-marketplace acceptance TARIM Technology Acceptance Model Technology Readiness Index
EasyChair keyphrases	nusa dua bali (380), perceived usefulness (290), computer self efficacy (269), significant indirect effect (221), technology acceptance model (221), new technology (210), technology availability (180), nusa dua (175), significant impact (170), technology readiness (143), dua bali (110), perceived credibility (100), applied electronic commerce research (100), endogenous latent variable (95), latent variable (95), local entrepreneur (80), study local tourism entrepreneur (80), hypothesis testing (80), technology readiness index (79), activity e marketplace (79), exogenous latent variable (79), partial least square (79), indirect effect (70), technology acceptance (60), measurement model (60), tourism entrepreneur (50), significant effect (50), research model (50), tarim model (50), nusa dua tourism (47)
Abstract	In challenging COVID-19, the tourism sector must conduct digitization due to fulfill "less contact economy" development program. In this pandemic situation, government of Nusa Dua Bali develops Business Process Reengineering (BPR) of Tourism Activities E-marketplace that involving local entrepreneurs as the user. This paper objective was to determining the factors that affecting the acceptance of e-marketplace with case study local tourism entrepreneurs in Nusa Dua Bali. The TARIM model used in this research was a modified model of conventional Technology Acceptance Model – Technology Readiness Index (TAM-TRI) model by inserting the Technology Availability and Computer Self Efficacy into the model. The analysis technique used in this research was Structural Equation Model Using Partial Least Square method. Results showed that the Readiness factor had a significant direct impact to the Acceptance of e-marketplace. While the significant indirect effects were given by Technology Availability and Perceived Usefulness factors.

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Reviews

Review 1	
Overall evaluation	<p>2: (accept)</p> <ul style="list-style-type: none"> - Paper's idea is good, and the results are interesting. - Some word still in Indonesian, eg: Optimisme ig Fig 1. - There are no consistency in writing Table number (Table number above the table compared to table number in text). - The effect of 34% respondents who did not know about e-marketplace should be elaborated better in analysis to enrich the result.
Review 2	
Overall evaluation	<p>2: (accept)</p> <p>This paper objective was to determining the factors that affecting the acceptance of e-marketplace with case study local tourism entrepreneurs in Nusa Dua Bali.</p> <p>The purpose of this study is some interesting ideas and results on a subject well investigated. The research method is easily identified and is appropriate to address the problem. The problem is completely reported, and the relevance to literature review. It is necessary to clarify the novelty produced in this study. Good discussion with adequate evidence to support the conclusion. Please revise:</p> <p>references 6 and 7 are not cited. All tables cited in writing a different number.</p>

Factors Affecting Acceptance of E-marketplace Based On Hybrid Model of Modified TAM-TRI

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Kadek Cahya Dewi ; Ni Wayan Dewinta Ayuni [All Authors](#)

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Full

Text Views



Abstract

Document Sections

- I. Introduction
- II. Concepts and Related Researches
- III. Research Model and Hypotheses
- IV. Research Method
- V. Result and Discussion

Abstract:

In challenging COVID-19, the tourism sector must conduct digitization due to fulfill "less contact economy" development program. In this pandemic situation, the government of Nusa Dua Bali develops Business Process Reengineering (BPR) of Tourism Activities E-marketplace that involving local entrepreneurs as the user. This paper objective was to determine the factors that were affecting the acceptance of e-marketplace with case study local tourism entrepreneurs in Nusa Dua Bali. The TARIM model used in this research was a modified model of conventional Technology Acceptance Model - Technology Readiness Index (TAM-TRI) model by inserting the Technology Availability and Computer Self Efficacy into the model. The analysis technique used in this research was the Structural Equation Model Using Partial Least Square method. Results showed that the Readiness factor had a significant direct impact on the Acceptance of e-marketplace. While the significant indirect effects were given by Technology Availability and Perceived Usefulness factors.