

**THE USE OF INFORMATION TECHNOLOGY TOWARD ONLINE  
TRANSACTION IN MICRO ENTERPRISE USING TECHNOLOGY  
ACCEPTANCE MODEL(TAM) FRAMEWORK**

**THESIS**

**Master Program of Information System**



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**ABSTRACT**

Technology Acceptance Model (TAM) is an adaptation of TRA introduced by Davis. The purpose of TAM is devoted to explaining the behavior of the users computer (computer usage behavior). The importance of internet and of the TAM antecedents of its website, however, change with experience. Aim of this study was to design and analysis the use of technology toward online transaction using TAM framework. In this research, the design of website of micro enterprises using TAM Framework. The sample is 15 respondents who make transaction online in Semarang. The method analysis use in this research is descriptive analysis. In this research used some technologies like: HTML, this is the basis of website. The result of this study HTML and CSS are used for the rapidly responsive website design. The results of the analysis is known that most of the respondents agreed on the use of online transaction technology using TAM framework. New findings/significance of contribution almost all respondents agreed to answer the TAM framework applied in website design to facilitate online transactions.

**Keywords:** information, technology, online transaction, TAM framework

**PENGGUNAAN TEKNOLOGI INFORMASI TERHADAP TRANSAKSI  
ONLINE PADA PERUSAHAAN MICRO MENGGUNAKAN  
KERANGKA TECHNOLOGY ACCEPTANCE MODEL(TAM)**

**ABSTRAK**

Technology Acceptance Model (TAM) adalah adaptasi TRA yang diperkenalkan oleh Davis. Tujuan TAM dikhususkan untuk menjelaskan perilaku pengguna komputer. Pentingnya internet dan pendahulunya TAM dari situs webnya, bagaimanapun berubah dengan pengalaman. Tujuan dari penelitian ini adalah untuk merancang dan menganalisa penggunaan teknologi terhadap transaksi online dengan menggunakan kerangka TAM. Dalam penelitian ini, perancangan situs web usaha mikro dibuat dengan menggunakan Kerangka TAM. Sampel yang digunakan adalah 15 responden yang melakukan transaksi online di Semarang. Metode analisis yang digunakan dalam penelitian ini adalah analisis deskriptif. Dalam penelitian ini digunakan beberapa teknologi seperti: HTML sebagai dasar website. Hasil penelitian ini HTML dan CSS digunakan untuk desain website yang cepat responsif. Hasil analisis diketahui bahwa sebagian besar responden sepakat mengenai penggunaan teknologi transaksi online dengan menggunakan kerangka TAM. Temuan baru / signifikansi kontribusi hampir semua responden menjawab setuju menggunakan kerangka TAM yang diterapkan dalam desain website untuk memudahkan transaksi online.

**Kata kunci:** informasi, teknologi, transaksi online, kerangka TAM

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