

ABSTRACT

The purpose of this study is to observe user perspectives, identify weaknesses, and provide recommendations for improvements to the Sobat Warung application. Sobat Warung application is a development of the Kedaireka project, which is an android-based project carried out by lecturers from Telkom University Purwokerto and Gedhe Nusantara with the aim of supporting market access expansion for MSMEs in rural areas. The purpose of this research is to determine users' perceptions, identify shortcomings, and provide suggestions for improvements to the Sobat Warung application. The Technology Acceptance Model (TAM) was used in this research, and its testing employed multiple linear regression to examine the influence of variables. Data collection was done by distributing questionnaires to 90 respondents, which are warung or small grocery stores spread across Banyumas Regency. Data processing was conducted using Minitab 19 software, and the identification of the influence of independent variables on dependent variables was performed through statistical tests, namely multiple linear regression and t-test. The results of the multiple regression testing showed that perceived usefulness and attitude towards using significantly influence the intention to use. The Coefficient of Determination indicated that from the total sample of 90 respondents, the independent variables X1 Ease of Use, X2 Perceived Usefulness, X3 Attitude towards using, and X4 Actual Usage have an impact of 52.35% on the total variable Y (Intention to use), while the remaining 47.65% is influenced by other factors outside the scope of this study.

Keywords: Ease of use, Perceived usefulness, Actual usage, Attitude towards using, Technology Acceptance Model, SMEs