

Technology Acceptance Model of Women-Owned SMEs and Business Scale up

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[https://doi.org/10.35609/gcbssproceeding.2020.11\(78\)](https://doi.org/10.35609/gcbssproceeding.2020.11(78))

ABSTRACT

Women-owned SMEs is the part of Indonesian economic growth. Their contributions to development of SMEs also give significance effect. The rapid development of digital technology enabled women-owned SMEs to overcome their barriers and scale up their business. The use of digital technology is crucial factor for developing SMEs (Benitez-Amado et al., 2010). Digital technology facilitates SMEs to easier gather information, to connect with their business partner and employee, to increase efficiencies and to improve product quality (Benitez-Amado, et al., 2010; Chen and Tsou, 2007). Unfortunately, there are women-owned SMEs have not utilized the rise of digital technology. Whereas, gender of firm ownership influence technology adoption process (MacGregor and Vrazalic, 2008). In order to study the utilization of digital technology of women-owned SMEs, the technology acceptance model (TAM) in women entrepreneurs will be examined. Technology acceptance model is the theory by Fred Davis in 1986 and develop in 1996 by Venkatesh and Davis. This model predicts the acceptance of technology by user. TAM perceived the individual attitude to use the system by its conceived usefulness and its conceived ease of use (Davis, 1989). This study aims to analyse the factor influence digital technology acceptance model and proposed model of acceptance digital technology in women-owned SMEs.

Keywords: SMEs Business scale up, women-owned SMEs, technology acceptance model