



The Evaluation of Implementation Google My Business Application

for the SMES's using UTAUT Model

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ABSTRACT

Nowadays technology is become a backbone for the business in every single of industry. The support of technology can made business more develop and ready for compete. The technology also should apply to the small medium enterprise to help them growth. One of the technologies that can use by the small medium enterprise is the application of Google My Business. Unfortunately the user of this application is unstable and not all the small medium enterprise in Indonesia has willingness to use this application. The goal of this research is to determine the effect of performance expectations, business expectations, social factors, facilitating conditions, and interest in using Google My Business user behaviour on small medium enterprise in Gapura Digital Participants, using the theory of Model Unified Theory of Acceptance and use of Technology (UTAUT). This research is a quantitative research with the analysis of multivariate analysis using partial least square and SmartPLS as the software. The results of this study show that from five hypothesis, four hypothesis is accepted and indicate that performance expectations (X1) affect the interest in utilization (Y1) of 2.064, business expectations (X2) affect interest in utilization (Y1) of 4.041, social factors (X3) have no effect on interest in utilization (Y1) and have the value of 0.444, the facilitating condition (X4) has an effect on user behavior (Y2) 1985, interest in utilization (Y1) has an effect on user behavior (Y2) of 4.288, and of all the independent variables have a simultaneous influence on the dependent variable of 0.617. Based on the result, the small medium enterprise needs further socialization and improve an understanding that using Google My Business can further enhance their business.

Keywords: SMEs, technology, UTAUT, multivariate analysis