



FACULTY OF SOCIAL SCIENCES
YOGYAKARTA STATE UNIVERSITY



FACULTY OF ART & SOCIAL SCIENCES
UNIVERSITY MALAYA

ABSTRACTS

**9th INTERNATIONAL CONFERENCE ON
MALAYSIA-INDONESIA RELATIONS
(PAHMI 9)**

HARMONY IN DIVERSITY :

BUILDING

ASEAN COMMUNITY

2015

9 th INTERNATIONAL CONFERENCE ON MALAYSIA-
INDONESIA RELATIONS
(PAHMI 9)

ABSTRACT BOOK

*HARMONY IN DIVERSITY: BUILDING ASEAN
COMMUNITY 2015*

Organized by Faculty of Social Sciences, Yogyakarta State University and Faculty of Arts &
Social Sciences, University of Malaya



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WELCOMING ADDRESS

First of all, I would like to thank God who has given us His blessing and guidance so that we could gather in this forum to share ideas, knowledge and information.

It is my great pleasure to welcome all speakers and participants of the 9th International Conference on Malaysia-Indonesia Relations (PAHMI 9) 2015. I would like to express my deepest gratitude to Prof. Dr. Rochmat Wahab, M.Pd., M.A. (The Chairman of the Indonesian Rector Forum), Prof. Dr. Syafii Maarif (the National Figure), Prof. Dr. Mad Sidin Ahmad Ishak (University Malaya), speakers from Thailand, Malaysia, New Zealand, Japan, and Indonesia.

The theme of this conference is "Harmony in Diversity: Building Asean Community 2015". This theme was formulated due to some considerations. Firstly, Asean Economic Community will be realized soon therefore the contributions of the academicians in this important forum are badly needed. Secondly, Asean Economic Community is not an illusion but it can be implemented since Asian countries have some similarities in terms of cultures, values, languages and the like.

This conference is organized by Faculty of Social Sciences Yogyakarta State University in cooperation with Universiti Malaya and attended by practitioners, researchers and academicians from reputable universities such as University of Malaya, University of Indonesia, Gadjah Mada University, Andalas University, Padjadjaran University, Udayana University, and Hasanuddin University. The committee has accepted 195 abstracts from the prospective speakers. However, there are only 125 abstracts that are eligible to be presented in this conference.

The speakers and participants will share ideas regarding the following subthemes: Multicultural Education; Disaster and Environment; Intellectual Property Rights; Entrepreneurship; Economic and Development; Migration, Labour, and Urban Society; International Relation and Security; Public Policy and Governance; Religion, Civil Society and State; and Media and Culture.

Finally, high appreciation goes to all participants who have undergone a long journey and are willing to take part in this conference. We hope that all participants enjoy the exchange of information, ideas and concerns, and the opportunity to develop a network of lasting professional relationships, through the hospitality of our hosts.

Chairperson

Dr. Nasiwan, M.Si.



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ANALYSIS OF ACCEPTANCE AND INTENTION TO USE TECHNOLOGY AMONG MICRO SMALL AND MEDIUM ENTERPRISES: USING UTAUT MODEL

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The computer technology can be used by micro, small, and medium entrepreneurs (MSMEs), such as inventory controlling, financial reporting, and other forms of business analyzing. This technology will give more benefits if MSMEs were given access to internet technology. However, the use of computer technology is still considered to be very rare among micro, small, and medium enterprises. This research aims to analyze further the understanding of issues surrounding the acceptance and use of computer technology among micro, small and medium enterprises (MSMEs). The Unified Theory of Acceptance and Use of Technology (UTAUT) model was conducted in this research. Questionnaires were collected from 50 MSME owners in Bandar Lampung, Province of Lampung, who do not use computer technology in their business activities. Data was examined using Structural Equation Modeling (SEM) technique and utilized Partial Least Square (PLS) tool. The empirical test results showed that intention to use technology was significantly influenced by effort expectancy and social influence. But, performance expectancy did not significantly influence the intention to use technology. The result also showed that behavior intention was significantly influenced by intention to use and facilitating condition.

Keywords: *effort expectancy, performance expectancy, social influence, facilitating condition, intention to use, behavior to use, MSMEs, UTAUT.*