ABSTRACT

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The Correlation Between Characteristic Of Technology With The Possibility Of Small And Micro Bussiness to Adopt The Information Technology (Survey in IKM Knitwear, Central Knitwear Industry Binongjati Bandung)

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This research implementation has been located in IKM Central Knitwear Industry Binongjati Bandung. The field fact has explained that only 7 of 200 IKM who have been using computer systems in their production process. This study aims to determine the relationship between characteristic of technology with the possibility of small bussinesses to adopt information technology.

This research carried out by using 2 methods, namely qualitative and quantitative. Objective of this study are craftman and bussiness owners amounting to 67 person. Quantitative methods is done by statistical test, such are the calculation of the person correlation, simple linier regression analysis, SWOT analysis, hypothesis test, and also helped by using SPSS 17.0 for Windows.

The research result showed that characteristic of technology as a whole has a pretty good criterion. Meanwhile, research results to adoption of information technology also has a pretty good criterion. The change of technology characteristic has effect on adoption of information technology of the craftmans in central knitwear industry Binong Jati Bandung by 56% where as another 44% has explained in another factors are not included in the studied variables in this study. It show that technology characteristic has significant influence to the adoption of information technology. There is a positive correlation between the technology characteristic with the adoption of information technology, that is the better of the technology characteristic then will be followed by an increase in the adoption of information technology in central knitwear industry Binong Jati Bandung. EFAS/IFAS 3.16 – 3.23, IKM should conduct a more sensitive strategy, namely to the stability of growth (Horizontal Integration) growth strategy va cell.

Keywords : IT Adoption, Technology Characteristic, IKM