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## THE TECHNOLOGY ACCEPTANCE MODEL ON PEPPER SMALLHOLDERS IN BANGKA BELITUNG ARCHIPELAGO PROVINCE, INDONESIA

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### Abstract

The pepper industry in Bangka Belitung Archipelago Province is seen as having a positive impact towards the economic growth in the agriculture sector. In the last three decades, this industry is able to maintain the position as the top producer in the world. However, the pepper industry recently shows the declined production. It leads to the reduction of the income of the pepper smallholders. To solve the issue, the use of technology in the marketing practices is one of the solutions. The study aims to examine the effect of the perceived usefulness and perceived ease of use of information technology towards the attitude of using information technology in pepper smallholders' marketing practices. It uses the technology acceptance model. The study used face-to-face data collection and structured questionnaire to obtain the primary data from 100 pepper smallholders in Bangka Tengah and Bangka Selatan. The finding of this study shows that perceived of usefulness and perceived ease of use affect the attitude of using information technology among the pepper smallholders. The results will be useful for the government and NGO to provide tools on how to disseminate the technology to the potential users.

**Keywords:** Perceived of Usefulness, Perceived Ease of Use, Attitude, Information Technology, Pepper Smallholders.

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