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SOCIO-ECONOMIC PROFILE AND PERCEPTION OF SMALLHOLDERS TOWARDS THE USE OF INFORMATION TECHNOLOGY IN MARKETING PRACTICES

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Abstract

Nowadays, the use of information technology becomes a new business model in which consumers are more open to demand their needs and take over the decision of the ideal product. However, small holders seem to be reluctant of using information technology in selling their commodity. This study aims to identify the socio-economic profile and the perception of pepper smallholders which is vital as an information for policy maker. Structured questionnaire and face-to-face data collection methods were employed to gain the primary data from 100 pepper smallholders in Bangka Tengah and Bangka Selatan, Bangka Belitung Archipelago Province, Indonesia. To identify the profile of pepper small holders, the study applies the descriptive analysis. The study figures that most of the pepper smallholders are in the average age of 45 years old, attended primary school level, have four family members at house, receives an income less than \$ 379 per month, are advanced in pepper farming and have 2.45 ha of land area. Most of the respondents provide low ratings to the proportion of perceived usefulness and perceived ease of use. The results have beneficial contribution to the policy maker and business player to provide better decision in the marketing practice.

Keywords: Information Technology, Marketing Practice, Pepper Smallholders.
