

ABSTRACT

SI APIK is an application that can help MSME actors in recording financial statements, but not many Muslim MSMEs use and adopt this technology-based application. This study aims to analyze the factors that affect the acceptability in the use of the SI APIK application in Muslim MSME entrepreneurs in Semarang City.

This study applies a quantitative research method. The sample determination technique uses a purposive sampling approach based on certain criteria and characteristics with a total of 100 respondents from Muslim MSME entrepreneurs in Semarang City. As for the research analysis, logistic regression analysis and SPSS 22 were used as statistical analysis tools.

The findings of this study show that Effort Expectancy (EE) shows that it has an influence on the desire of Muslim MSME entrepreneurs to use and adopt the SI APIK application. Meanwhile, Social Influence (SI), Performance Expectancy (PE), Facilitating Condition (FC), and Perceived Trust (PT), these four variables have no influence on the intention of Muslim MSME entrepreneurs in using and adopting the SI APIK application. However, overall these variables simultaneously have a significant influence on the desire of Muslim MSME entrepreneurs to use and adopt the SI APIK application. This study also provides an empirical overview of what factors affect the acceptability of Muslim MSME entrepreneurs in using and adopting the SI APIK application.

Keywords: SI APIK, UTAUT, Regression Logistics, Muslim MSME Entrepreneurs