

Adoption of Weaving Craftsmen Innovation

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Keywords: Trialability, Compatibility, Ease of Use, Perception of Benefits, Adoption of Innovation.

Abstract: This study aims to determine the effect of trialability, compatibility, perceived ease of use, perceived benefits on the adoption of innovation. This research uses a quantitative approach, in which data and information are collected using questionnaire tools. The unit of research analysis is the Weaving artisans in Lampung. This research uses 139 respondents. The analytical method used in testing hypotheses is multiple regression. The results of this study: there is a positive influence between experimentation, compatibility, perceived ease of use, perceived usefulness together, or partially on the adoption of innovation.

1 INTRODUCTION

In the era of globalization like the current development of the business world in Indonesia, which is dynamic and full of competition, requires companies to change their orientation towards the way they serve their customers, handle competitors, and create products. In Indonesia itself, there are many small and household industries that create various products and continue to develop them to meet customer desires. Without innovation, a company's products can sink in competition with other products that increasingly meet the market.

The innovation process occurs during the production process, wherein the production process there are important factors in it, including human resources/labor, capital, material, machinery. In this case, the role of human resources is very important. Companies need human resources/ workers who are capable of creativity to create new products and improve product quality. The existence of innovation that continues to develop can't be separated from the role of human resources/labor that has created new innovations or has adopted existing innovations and then developed so that the products produced by a company have increased in terms of attracting consumers increased and increased sales and are able to compete with competitors.

Rapid environmental changes require companies to adapt quickly, too, by making continuous improvements through innovations. In this research that can influence the adoption of innovation are: a) Experimentation, namely the degree to which an

innovation can be tested before adoption. New ideas through the trial process can be adopted more quickly (Suarta and Suwintana, 2012). Innovation can be tested on actual conditions; innovation, in general, is more quickly adopted. To further accelerate the adoption process, an innovation must be able to demonstrate its superiority (Rogers, 2005 in Ahmad, 2016). Has the possibility to be tested first by adopters to reduce their uncertainty about the innovation. b) Compatibility is the level of harmony of innovation, whether it is considered consistent or following the values, experiences, and needs that exist. If the innovation is contradictory or not by the values and norms adopted by the adopter, the innovation cannot be adopted easily by the adopter (Rogers, 2005 in Ahmad, 2016). c) Perceived Easy of Use is the level where someone believes that the use of technology is easy and does not require a lot of effort from the user (Handayani, 2007). Individuals believe that every technology helps and does not require a great effort and cost in its use. d) Perceived Usefulness is a level where one believes that the use of a particular subject will improve the work performance of that person (Nasution, 2004). An individual will use technology if the technology provides benefits in carrying out their duties or work (Sugandini et al., 2018c).

The factors that influence the speed with which an innovation is adopted or rejected depending on the members of a social system living up to five characteristics of innovation which include: *relative advantage*, *compatibility*, *complexity*, *trialability* probability, and *observability* (likely to be observed).

This determines the rate of adoption rather than other factors such as the type of a decision, communication channel, social system, and intensive business of change agents (Sugandini et al., 2018 a; 2018c).

In the Lampung, there are various types of small and *home industries*, one of which is a home industry engaged in weaving located in Lampung. In Lampung itself there are many home industries in the form of weaving, this requires the weaving craftsmen in Lampung to continue to compete, one of them is by developing innovative products in the hope of meeting consumers' needs and can be accepted by consumers and can compete with weaving craftsmen others so that the weaving business can continue to live and develop.

In addition to loom innovations and product coloring, artisans also innovate anti-fungal products on weaving products. It is intended that woven products are not easy to mold when it reaches the hands of consumers. Because most products derived from natural ingredients such as woven products will be moldy in a short time, also, this aims to maintain the quality of Lampung woven products, so that if high-quality products are automated, consumers will be loyal always to buy woven products in Lampung.

The products produced by weaving artisans at Lampung have penetrated the international market. Many foreign countries have established cooperation with *home industries* weaving in Lampung, such as France, Malaysia, the Philippines, India, the Netherlands, America, Britain, Yemen, Norway, and Japan. This collaboration has existed for a long time because the products produced by Lampung craftsmen have good quality and many pluses. In terms of beauty, durability, affordable prices make customers always loyal to buy woven products from Lampung.

2 LITERATURE REVIEW

2.1 Understanding Innovation

Innovation is an idea, practice, or object that is understood as something new by each individual or another user unit. The innovation-decision process is, in principle, an information search and processing activity where individuals are motivated to reduce uncertainty about the advantages and disadvantages of innovation. The characteristics of innovation consist of: relative advantages in the economic field, (social prestige factors, comfort, and satisfaction), resilience/strength (the degree to which innovation is perceived as being consistent with existing values,

past experiences, and the need for users who are potential), complexity (the level at which innovation is perceived as difficult to understand and use), testing power (the level at which innovation within certain limits can be tested), observability (the level at which the results of innovation can be seen by others) (Sumarwan, 2010).

Innovation is a way to continue to build and develop organizations that can be achieved through the introduction of new technologies, new applications in the form of products and services, the development of new markets, and introducing new forms of organization. Innovations can be divided into two parts: first, process innovation involves the development of new management and organizational practices; secondly, product innovation involves the application of knowledge for new product development *tangible* and new services (Rochaety and Ratih, 2005 in Suroso and Iriani, 2014)

Innovation can be concluded a process of spreading uptake of ideas or new things in efforts to change a society that occurs continuously from one place to another, from one period to the next, from one particular field to another to a group of members of the social system (Ahmad, 2016; Sugandini et al., 2018c).

2.2 Characteristics of Innovation

The factors taken into consideration by the adopter in making a decision to accept or reject a product if it is associated with the thinking of Rogers (1983) in the spread of innovation (*diffusion of innovation*) is influenced by 5 (five) characteristics of innovation namely, (1) relative superiority (*Perceived Usefulness*), (2) compatibility, (3) complexity or complexity (*Perceived Ease of Use*), (4) trialability, and (5) visibility. Each aspect is used as a benchmark in the acceptance of innovative products because they are considered to be able to represent all aspects of the ability of individuals to receive innovative products. Innovation characteristics that have an important role in the stage of persuasion, because, at the stage of persuasion, an individual or other decision-making unit forms an attitude of liking or disliking an innovation and trying to reduce dissatisfaction and risk of innovation by finding relevant information. However, only complexity or complexity negatively influences the adoption of innovation because the more complex or complex an innovation is, the less likely it is to be adopted.

According to Rogers (1983) suggests the five characteristics of innovation include:

- a. **Relative Advantage** Relative advantage is an innovation considered more or superior than ever before. This can be measured from several aspects, such as economic aspects, social prestige, comfort, satisfaction, and others. The greater the relative superiority felt by adopters, the faster the innovation can be adopted. The concept of relative excellence indicates that the rate of adoption of innovative products will be high if individuals feel the benefits or benefits offered by innovative products. Relative advantage is innovation perceived better than replaced. The relative advantage in adopting innovation as the greater benefits available for adopting innovation rather than maintaining the status *quo*.
- b. **Conformance (*Compatibility*)**
The compatibility of innovation is considered to be consistent with prevailing values, experience, and the needs of adopters. For example, if a particular innovation or new idea is not following the applicable values and norms, then the innovation cannot be adopted easily, as is the case with innovations *compatible*.
This definition implies two types of compatibility, namely normative or cognitive compatibility that refers to compatibility with what is felt or thought about innovation and practical or operational compatibility that refers to compatibility with what is done by the user.
- c. **Complexity**
Complexity is an innovation considered as difficult to understand and use. Certain innovations can be easily understood and used by adopters, and some are the opposite. The more easily understood and understood by adopters, the faster an innovation can be adopted. This concept shows the degree to which an innovation is prepared is difficult to understand and use. The rate of adoption of innovative products will be high if individuals feel the ease of use of the products offered by innovative products. Certain innovations can be easily understood and used by adopters, and some are the opposite. The more easily understood and understood by adopters, the faster an innovation can be adopted.
- d. **Trialability**
Trialability or ability to be tested is innovation can be tested to a certain extent. An innovation that can be tested in actual settings will generally be adopted more quickly. So to be quickly adopted, innovation should be able to demonstrate (demonstrate) its superiority. The

ability to be tested is a degree where innovation can be tested to a certain extent. An innovation that can be tested in actual settings will generally be adopted more quickly.

- e. **Visibility or *Observability***

The ability to be observed is the result of an innovation that can be seen by others. The easier one sees the results of an innovation, and the more likely that person or group of people will adopt it. Visibility is defined as the degree to which the results of innovation can be easily seen and communicated to other parties. This concept shows that the rate of adoption of innovative products will be high if individuals find it easy to see the benefits of the innovative product attributes offered.

2.3 The Process Decision the Innovation

The decision process is a process through which individuals begin from first knowing that there is innovation, then proceed with the decision to agree on innovation, the decision to accept or reject innovation, the implementation of innovation, and confirmation of the innovation decisions they have taken. The innovation-decision process is not an activity that can take place instantaneously but is a series of activities that take place within a certain period so that individuals or organizations can assess the new ideas as consideration for the next will reject or accept innovation and implement it.

The main characteristic of an innovation-decision and its difference with other types of decisions is that it starts with uncertainty about something. According to Rogers (1983), the innovation-decision process consists of 5 stages, namely the knowledge stage, the persuasion stage, the decision stage, the implementation phase, and the confirmation stage.

2.4 Behavior Adoption of Innovation

Understanding consumer behavior is an action that is directly involved in obtaining, consuming, and consuming products and services, including processes that precede and follow up from this action. The main problems found in marketing and consumer behavior, namely consumer response to new services or products. The basis for observing consumer responses to new products is part of a study called innovation diffusion. Consumer researchers examine the diffusion of innovation, which is divided into the diffusion process and the adoption process. The diffusion process is a macro process in which the

process focuses on the development and innovation of new products or services carried out by a company aimed at the market. How companies can see market needs and then determine an innovation for these markets (Schifman & Kanuk, 2010; Sugandini et al., 2018c).

The decision taken by marketers is the process of how the market can accept a new product, from now on, referred to as the adoption process. This is also a micro process of Innovation Diffusion. In this process, more emphasis is placed on individual consumers in responding to a new product, whether to accept or reject the product. The process of diffusion is concerned with how innovation can be accepted, how it can be integrated into the existing market share. More precisely, diffusion is an acceptance of innovation, can be in the form of goods or services, which are conveyed through communication, either through the mass media, salespeople, daily talks, to members of the social system, namely society in general in a certain period (Rogers, 1995).

Diffusion is important because not everyone can accept an innovation, or in the end, can accept it, but it takes a long time. That is more because there is a change from a product or service that was previously commonly used, and people need time to be able to accept new ideas of innovation from the company and can normally use the new offer. The tendency that occurs in society is reluctant to try something new and get out of their habit.

2.5 Innovations in the Home Industry

Home industry or small industries generally do processing with conventional process techniques with limited tools and technology. The business model built is a business activity to produce products with low production costs and is intended for low-income markets as well. Also, the innovations produced can be incremental or the development of existing products, rather than radical innovations. Furthermore, because low-income groups have limited access to capital to carry out technology-based innovation activities, many of their innovations involve less technical aspects. This is due to a lack of skills and low education, including knowledge about science and technology and engineering (Wang & Ahmed, 2004).

Although the product development activities carried out by these small industries do not involve much research (research), it does not mean they do not innovate at all. Instead, this innovation activity is more often obtained from outside sources of

knowledge, especially intermediary input factors (Wijayanti&Nadhiroh, 2012). Therefore, it is important to know how small industries carry out innovation activities as an effort to continue their survival during increasingly open competition of imported products. Also, the thing that is no less important to identify is the ability of innovation, such as what is needed by small industries so that they can encourage their competitiveness against other industries (Guan & Ma, 2003).

Much of the literature focuses on evaluating the capabilities of innovation, which are translated as the type of capability that compiles the overall performance or output of innovation. For example, (1) product innovation capabilities (2) process innovation capabilities, (3) marketing innovation capabilities, (4) strategic innovation abilities, organizational capabilities, (5) production capabilities, (6) networking capabilities, entrepreneurial abilities, and R&D capabilities (Christensen, 1995; Sugandini et al., 2018a). However, there is no theoretical perspective that can integrate this fragmented part of innovation research (Drazin& Schoonhoven, 1996). Therefore, the ability of innovation must be further defined through empirical studies using existing innovation research.

Inputs owned by small industries are resources that are used to create innovations. This input can be "*tangible*," such as HR, finance, time, equipment, or even something that is "*intangible*," such as motivation, "*knowledge*," and corporate culture (Davila et al., 2006). An innovative product will have a surplus value compared to rival products or substitute products, and the innovative product will create its market segment and *spin-off* of old and inefficient products (White Tan, 1994; Sugandini et al., 2018b).

2.6 Technology Acceptance Model

The TAM concept was developed by Davis in 1989, offering a theory as a basis for learning and understanding user behavior in receiving and using information systems (Handayani, 2007). This model has the aim to explain the key factors of information technology user behavior towards the adoption of information technology adoption (Ferda, 2011 and Seeman, 2009 in Devi and Suartana, 2014; Sugandini et al., 2018a). Expansion of the TAM concept is expected to help predict one's attitude and acceptance of technology and can provide the necessary basic information regarding the factors that drive the individual's attitude (Rose, 2006 and Lee, 2010; Sugandini et al., 2018a).

TAM theorizes that a person's intention to use a system or technology is determined by two factors, namely perceived usefulness (PU) and perceived ease of use (PEOU).

- a. Perception of Benefits
Perceived Usefulness is defined as something level where someone believes that the use of a particular subject will be able to improve the work performance of the person (Nasution, 2004; Sugandini et al., 2018a; 2018b).
- b. Perceived Ease of Use
Perception of ease of use is defined as the degree to which a person believes that the use of technology is easy and requires no effort on the wearer (Rogers, 1995).
- c. Attitude Toward Using
Attitude Toward Using in TAM is conceptualized as an attitude towards the use of a system in the form of acceptance or rejection as an impact when someone uses technology in their work (Davis, 1993).
- d. Behavioral Intention
Behavioral intention to use is the tendency of behavior to keep using a technology (Davis, 1989).
- e. Actual Use System Actual Use
The system is a real behavior in adopting a system. The Actual Use system is conceptualized in the form of measurements of the frequency and duration of technology use. Someone will be satisfied using the system if they believe that the system is easy to use and will increase productivity, which is reflected in the real conditions of use. The actual use system is measured based on repeated use and more frequent use, in this case, the use of Weaving Craftsmen, coloring technology, and antifungal technology in woven products (Davis, 1989).

3 RELATIONSHIP BETWEEN VARIABLES

3.1 The Experimental and Innovation Adoption

The ability to be tested is the degree to which an innovation can be tested to a certain extent. An innovation that can be tested in actual settings will generally be adopted more quickly. If an individual

feels the ease of trying the innovative products offered first, namely Non-Machine Weaving Equipment, product coloring, and antifungal, the rate of adoption of innovative products will be high. This theory is supported by a previous study conducted by Aditya (2015); Sugandini et al., (2018c) that trialability positive effect on innovation adoption batik dyeing using natural dyes (Sugandini et al., 2018a).

3.2 Compatibility and Adoption of Innovation

Compatibility refers to the compatibility of innovations for existing values, experience, and needs. The compatibility of innovation with previous ideas will accelerate adoption, and vice versa, the bad experience of innovation will inhibit adoption. Compatibility describes the degree to which users use technology consistently with their usage practices. One is not interested in using innovation because the person feels that the existing innovation is not by his work. Perception of compatibility in Non-Machine Weaving Equipment, coloring technology, and antifungal technology have an impact when technology is believed to be compatible with its work practices, so people will prefer to use the technology. Conversely, if the technology is considered incompatible, people will need a lot of adjustments in carrying out their work and need time to learn. This theory is supported by previous research conducted by Yulimar and Setiawan (2008) that compatibility has a significant positive effect on the adoption of *E-commerce*.

3.3 PEOU and Innovation Adoption

Ease has meaning without difficulties or is free from difficulties or does not need to try hard. Thus, this perception of ease of use refers to an individual's belief that each of these systems is helpful and does not require a large amount of effort and cost to use. Perception of ease of use in Non-Machine Weaving Equipment, coloring technology, and anti-fungal technology is intended so that artisans can use Non-Machine Weaving Equipment, coloring technology, and anti-fungal technology easily understood and easy to apply without using complicated business and requires a large time and cost. With this, so artisans can properly and happily use Non-Machine Weaving Equipment, coloring technology, and anti-fungal technology, of course, with an easy way to use it. This theory is supported by previous research conducted

by Alviyah (2015) that ease of perception has a positive effect on internet banking adoption.

3.4 Effect of Benefit Perception on Innovation Adoption Benefit

Perception-based on the word *useful* (benefits) can be used for beneficial purposes. The perception of benefits is a level where someone believes that the use of a system will be able to improve performance, increase the level of productivity and effectiveness. In the organizational context, the perception of benefits is associated with an increase in individual performance that impacts on opportunities to obtain benefits both material and non-material. In the context of the adoption of innovations that use Non-Machine Weaving Equipment, coloring technology, and antifungal technology can improve performance for artisans who use it. Someone will use Non-Machine Weaving Equipment, coloring technology, and anti-fungus technology if that person believes that non-machine Weaving Tool, coloring technology, and anti-fungal technology can provide benefits in carrying out a task or job. Therefore, the level of perception of the benefits of Non-Machine Weaving Equipment, coloring technology, and antifungal technology affect the craftsmen to use Non-Machine Weaving Equipment, coloring technology, and anti-fungal technology. This theory is supported by previous research conducted by Yulimar and Setiawan (2008) that the perception of benefits has a significant positive effect on the adoption of *E-commerce*.

4 RESEARCH CONCEPTUAL FRAMEWORK THE RESEARCH

4.1 Model of Research

This study examines the effect of Experiments, Compatibility, Perceived Ease of Use, Perception of Benefits to Adoption of Innovations in weaving artisans in Lampung. The conceptual framework proposed in this study is as follows:

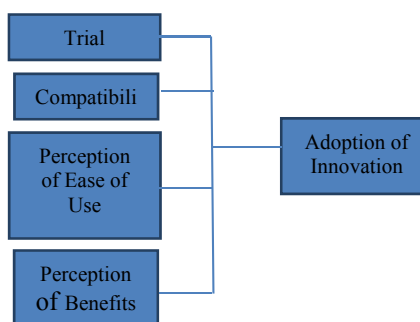


Figure 1. Conceptual Framework

Based on the picture, it can be seen that the Trialability, Compatibility, Ease Usage, Benefit Perception variables have an influence on the Adoption of Innovations in weaving craftsmen, Trialability variable has an influence on Innovation Adoption in the weaving craftsman, Conformance variable has an influence on Innovation Adoption on weaving craftsmen, Ease Perception has an influence on Adoption of Innovation in weaving craftsmen, the variable Perception of Benefits has an influence on Adoption of Innovation in weaving craftsmen in Lampung.

4.2 Hypothesis

Based on the formulation of the existing problem, the researcher formulates the hypothesis as follows:

- H1: Trialability, Compatibility, Perceived Ease of Use, Perception of Benefit jointly influence the Adoption of Innovation.
- H2: Experiments have a positive effect on the adoption of innovation.
- H3: Compatibility has a positive effect on the adoption of innovation.
- H4: Perceived Ease of Use has a positive effect on Innovation Adoption.
- H5: Benefit Perception has a positive effect on Innovation Adoption.

5 RESEARCH METHOD RESEARCH

5.1 Type the Research

The type of research used in this study is quantitative survey research, data collection using a questionnaire to test the hypothesis.

5.2 The Research Object

The object of this research is weaving artisans in Lampung. The population of this study was all weaving craftsmen in Lampung, which amounted to 115 artisans. Samples from this study are some of the weaving craftsmen in Lampung. The technique used in sampling is *purposive sampling*. *Purposive sampling* is very important to be used in finding more specific target information because every element of the population does not have the same opportunity to become a research sample, but only the population element that meets certain conditions of research is used as a sample. The criterion in this study is that artisans who have adopted non-machine weaving innovations, coloring, and anti-fungus. The sample collection was carried out by visiting the *home industry* weaving located in Lampung, which consisted of 136 artisans who had adopted innovations in Non-Machine Weaving Equipment, coloring, and anti-fungus.

5.3 Operational Definitions of Variables

This study explains the interrelationship of variables in a model, the variables used in this study are: Adoption of innovation, Experimentation, Compatibility, Perceived Ease of Use, Perception of Benefits.

5.3.1 Adoption of Innovation

Adoption of innovation is a series of stages of initial acceptance of an object (innovation: ideas/ideas that are considered new) until then applied and used. Indicators of the adoption of innovations used by weaving craftsmen in Lampung are:

- 1) Adoption of Non-Weaving Machine technology: the Non-Machine Weaving Equipment framework called comb innovates from tightly spaced distances per bar, which functions to form patterns to become more diverse.
- 2) Adoption of coloring technology: how it works by boiling chemical dyes and natural ingredients until the water boils after it is cold, then the material is dipped, rinsed without being squeezed, then dried and then processed to become a product.
- 3) Adoption of antifungal technology: after the production process is complete, it continues to use antifungal, which is by applying antifungal after the finished product is then dried or aerated.

5.3.2 Trialability

Trialability is defined as the degree to which an innovation can be tested before adoption. The trialability indicators used are Awareness, Interest, Evaluation, Trialability, Adoption.

5.3.3 Compatibility

Compliance is the degree to which the innovation is considered consistent with applicable values, experience, and adopter needs. The compatibility indicators used are: Following existing methods, Following the experience, and Compatible with belief.

5.3.4 Perceived Ease of Use (PEOU)

Perceived ease of use is defined as the degree to which a person believes that technology can be easily understood. Indicator of perceived ease of use used are: Easy to learn, Can be controlled, Easy to understand, Skilful, and Easy to use.

5.3.5 Perceived Usefulness

Perceived Usefulness is a level where someone believes that the use of a particular subject will be able to improve the work performance of the person. Indicators of perceived benefits are: making work easier, useful, increasing productivity, Increasing effectiveness, and developing job performance.

5.4 Data Analysis Techniques

Quantitative analysis in this study was used to test the effect of Trialability, Compatibility, PEOU, PU to Adoption of Innovation in weaving artisans in Lampung. Quantitative data analysis techniques in this study used multiple regression analysis.

5.5 Hypothesis Testing

5.5.1 F-Test

F-test will be carried out to show whether all independent or independent variables entered in the model have a joint influence on the dependent variable. The hypothesis is accepted if the significant level is $\leq 5\%$ and rejected if the significant level is $> 5\%$. Through the model can be seen the magnitude of the coefficient of determination (R^2). From the determinant coefficient (R^2) can be known the degree of accuracy of the Multiple Regression analysis. Shows the magnitude of the variation of the

contribution of all independent variables and the dependent variable. If the obtained from the calculation results is greater (close to one), then it can be said that the contribution of the independent variable to the dependent variable is getting greater. Conversely, if it gets smaller (near zero), then it can be said that the contribution of the dependent variable gets smaller. The magnitude of the coefficient of double determination is between 0 and 1 or $0 \leq 1$.

5.5.2 t-Test

T-test was carried out to show how far the effect of an individual explanatory/independent variable in explaining the variation of the dependent variable. The influence of variables including experimentation, compatibility, perceived ease of use, perceived partial benefits of innovation adoption in Weaving Craftsmen in Lampung. Based on the results of multiple regression analyses testing the hypothesis as follows: If the significance level ≤ 0.05 , then there is a positive influence on the variables of experimentation, compatibility, perceived ease of use, perceived usefulness to the adoption of innovation. Results

6 RESULTS

6.1 Characteristics of Respondents

This study was conducted by distributing questionnaires 2 times, the first by distributing 150 questionnaires to find out craftsmen who are able to adopt Non-Machine Weaving Tools, coloring, antifungal then the second questionnaire contains questions that distributed to 139 craftsmen after the number of craftsmen who were able to adopt Non-Machine Weaving, coloring, and anti-fungal properties was known. The characteristics of respondents in this study are as follows.

Table 1. The characteristic of the respondent

Characteristic respondent	%
Women	92.3
Men	7.7
Junior high school	28.2
Senior high school	64.1

Diploma	7.7
Long Time of Work	
20-30 years	23.1
31-40 years	43.6
41-50 years	33.3

6.2 Results of Multiple Regression Analysis and Hypothesis Testing

Quantitative analysis in research uses multiple regression analysis. Multiple linear regression analysis was used to determine the effect of experimentation, compatibility, ease of use, and perceived benefits on the adoption of innovations. The results of the multiple regression analysis regarding the effect of Trialability, Compatibility, Perceived Ease of Use, Perception of Benefits to Innovation Adoption as follows:

Table 2. Regression analysis

Variable	Regression Coefficient	T count	P-value	Description
(Constant)	1,034			
Trialability (X1)	0.229	3,419	0.002	Significant
Compatibility (X2)	0.122	2,427	0.021	Significant
Ease of use (X3)	0.356	4,936	0,000	Significant
Perception of benefits (X4)	0.146	3.680	0.001	Significant
Adj R Square = 0.715 F count = 24.859 Sig F = 0.000				

7 CONCLUSIONS

Based on the results of data analysis and discussion, the following conclusions are obtained:

- a. The results showed that trialability, compatibility, perceived ease of use, and perceived benefits had a positive effect on the

- adoption of innovations in weaving artisans in Lampung
- The results showed that the experiment had a positive effect on the adoption of innovations in weaving artisans in Lampung.
 - The results showed that compatibility had a positive effect on the adoption of innovations in weaving artisans in Lampung.
 - The results showed that perceived ease of use had a positive effect on the adoption of innovations in weaving artisans in Lampung.
 - The results showed that the perception of benefits had a positive effect on the adoption of innovations in weaving artisans in Lampung.
 - The results showed that perceived ease of use was the variable that most influenced the adoption of innovations in weaving artisans in Lampung.

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