
Intention to Use Internet Marketing in Indonesia

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Abstrak

Penelitian tentang Intention to Use Internet Marketing in Indonesia ini bertujuan untuk mengetahui seberapa besar niat orang Indonesia dalam menggunakan Internet Marketing. Karena sebagaimana kita ketahui, internet marketing dapat menjadi solusi bagi perusahaan yang memiliki dana terbatas dalam menjalankan operasionalnya.

Pesatnya perkembangan teknologi dan meningkatnya jumlah startup di Indonesia beberapa tahun belakangan ini memunculkan masalah baru. Permasalahan mendasar dari para startup ini adalah keterbatasan modal yang mengakibatkan banyak startup hanya mampu bertahan selama 1 tahun. Dengan adanya program pemerintah Republik Indonesia yang mendukung para pemilik startup untuk go online dan memasarkan produk atau jasanya di internet diharapkan dapat mengatasi masalah keterbatasan modal tersebut.

Penelitian ini mengambil sampel sebanyak 220 orang pemilik usaha mikro, kecil dan menengah serta para pelaku bisnis online yang memanfaatkan internet sebagai media untuk memasarkan produk atau jasanya. Penelitian ini berbasis survey dengan menggunakan media google form yang menggunakan teknik analisis SEM dengan AMOS 22.

Hasil penelitian ini menyatakan bahwa Performance Expectancy dan Facilitating Condition adalah merupakan variabel yang mempengaruhi niat orang Indonesia untuk menggunakan Internet Marketing. Sementara gender memoderasi pengaruh Social Influence terhadap niat orang Indonesia untuk menggunakan Internet Marketing.

Kata kunci—3-5 internet marketing; pemasaran; UTAUT; niat; internet

This Research about Intention to use internet marketing in Indonesia intends to figure out how big Indonesians' intention in using internet marketing. As we know, internet marketing can be one solution for companies which have limited budget in running their operations.

The rapid advance of technology and the increase of start-up amount in Indonesia these past few years generate some new problems. The basic problem of these start-ups is capital limit, which results that many start-ups can only last for 1 year. With the programme of Indonesian government who support the start-ups' owners to go online and advertise their products or services in internet it's highly expected that they can tackle their problem in such capital limit.

This research has taken as many samples as 220 owners of micro, small, and moderate businesses as well as online business owners utilising internet as media to advertise their products or services. This research is a survey-based by using google form as a media which uses analysis technic of SEM with AMOS 22.

The result of this research confirms that Performance Expectancy and Facilitating Condition are variables that influence the intention of Indonesians to use internet marketing.

While gender moderates the influence of social influence toward the intention of Indonesian to use internet marketing.

Keywords—3-5 internet marketing; marketing; UTAUT; intention; internet

INTRODUCTION

Increased world economic globalization becomes one advantageous chance for many companies. This causes business among countries to have no boundary. Nowadays, economic in one country has no longer stood individually; it has been united with global economic instead.

The existing unlimited economic boundary of every nation results the competition to spread more widely and causes the power overtaking from producer to consumer. This demands the company owners to start working innovatively and to have better capability to create some unique products or services to be more effective and competitive. Information is also very much necessary to achieve the competitive prominence of the company.

One of information sources which is most favoured by companies is internet. This can't be denied because internet can deliver information much quickly, universally, qualifiedly; it has huge potential and can be accessed everywhere and almost with no cost. Internet also has some attraction power as well as solely prominence to its users, for example in the matter of convenience, efficiency, and non-stop 24/7 access (Chandra, 2001).

With the significant advance of internet nowadays, there emerges one understanding toward the new marketing paradigm, which is digital marketing concept orientating to markets or consumers in the form of electronic marketplace (Chaffey et al, 2009). Internet also gives transformational impact to business world in parallel with the creation of new paradigm i.e. digital market (Chandra, 2001).

Today the government through his ministry of communication and informatics is empowering the movement of one million free domains for organizations as well as for micro, small, and moderate business. This programme is purposed to support the optimisation of internet access in the nation and accelerate the local internet access. In the near future, this programme will aim to provide a cheaper internet access because of the dominant domestic internet access which is not using the costly international bandwidth.

This is done by the government because there have appeared a lot of new start-ups. The new-start-ups, however, have some limited budget when starting their new business. This causes most of these start-ups can only last for 1 year. Therefore, with this research it's expected that the start-ups later can use internet marketing as one of their marketing methods. We know marketing via internet as well-known as internet marketing can economise the expense in advertising and can optimise the company's income.

With the support of the government it's expected to all internet marketing users to take active roles in its use processes, because one system can be said to succeed if such system can be used easily and can meet the users' needs. To figure out how the influence of internet marketing in Indonesia is, then a research under the title Intention to Use Internet Marketing in Indonesia is conducted.

THEORETICAL BACKGROUND

A. Unified Theory of Acceptance and Use of Technology (UTAUT)

UTAUT is suggested by Venkatesh et al. (2003) because it has become the most common model to be used by the IT researchers in researching the use intentions and the behaviours (Lee et al., 2003). UTAUT has even been identified as the most

comprehensive model in overcoming the available limitation of Technology Acceptance Models (TAM).

UTAUT model integrates as many as eight theories and models which were previously established for IT users as TAM (Davis et al., 1989). Those theories are Theory of reasoned action, motivation model, theory of planned behaviour (TPB) (Wu and Zhu, 2012), the combination of TAM and TPB theory, personal computer utilisation model, diffusion theory from innovation (Zenko and Mulej, 2011), and social cognitive theory. UTAUT validity has been tested that it can explain 70 percent of variant in the intention of technology use, hence this makes it an interesting model to observe in the intention and behaviour of technology use.

B. Intention to Use Internet Marketing

Intention is defined as the willingness of someone to chase a certain behaviour and represents the individual commitment to target behaviour (Krueger, 2000), while the use behaviour is defined as frequency, duration, and individual interaction intensity with a certain system (Venkatesh et al, 2008). As in the UTAUT model and another model which bases this research it's been explained that the behaviour intention is an important factor in predicting the actions. The higher the degree of behaviour intention, the more increased the possibility in taking actions will be. While the behaviour intention will have a significant positive impact towards the use behavior.

C. Performance Expectancy

According to Venkatesh et al. (2003), performance expectancy can be interpreted as how far an individual believes that using a system will help him to achieve some profit in the work performance. The description above is in line with the theory stated in the research conducted by Kamal Ghalandari (2012) explaining that performance expectancy is a degree where an individual believes that using a system will help him to achieve some profit in the performance of some matter.

D. Effort Expectancy

Effort expectancy, based on Davis et al. (1989) and Venkatesh et al. (2003) is a degree where the convenience is felt by an individual in using a system. According to the previous research run by Kamal Ghalandari (2012), there are two things which can be the indicators of effort expectancy:

- Perceived ease of use is an ease which is felt from the use so that the individual want to accept the existing new technology.
- Complexity is the work complexity which must be run by an individual and is an expectation that the work can be done by using the existing technology.

E. Social Influence

According to Venkatesh et al. (2003), social influence is the degree of how far an individual feels that another individual has an important role to make the individual use the new system.

F. Facilitating Condition

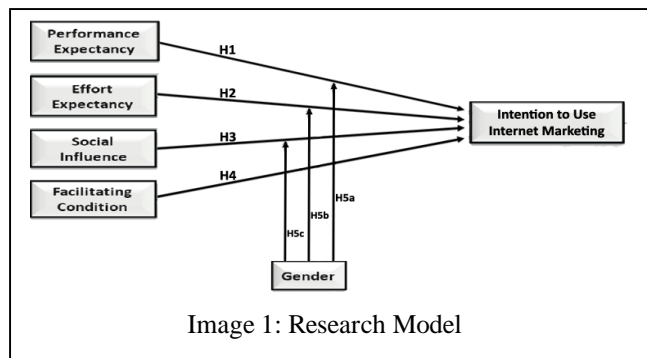
Facilitating Condition refers to how far an individual believes that the government and the existing infrastructure can support the use of system or technology.

G. Gender

According to Elaine Showalter (1989) gender is not only a difference of male and female, which is seen only from the construction of the social culture, but as an analytic concept which can be used to explain a matter.

RESEARCH MODEL AND HYPOTHESES

The following is the model of this research:



A. The influence of performance expectancy toward the intention to use internet marketing

Davis et al. (1989) defines performance expectancy as how far an individual believes that using a system will help him achieve some profit in the work performance. In this study context, performance expectancy refers to the belief that using internet marketing will help the user gain some benefit such as productivity increase, efficiency, and time saving as the result of the availability and customisation of information (Srinivansan et al., 2002).

H1: "Performance Expectancy has a significant influence toward the intention to use internet marketing".

B. The influence of effort expectancy toward the intention to use internet marketing

Effort expectancy refers to the degree of ease related to the use of a certain system (Venkatesh et al., 2003). This theory is captured by three theories found in three settled models, which is called TAM in the use ease perception (Jack et al, 2007), the model of personal computer use in the matter of complexity, and the use ease in the

innovative diffusion theory (Venkatesh et al., 2003), the more prolonged experience in using an information system can influence the end-users' direct use experience with the system in the matter of changing their perception and adopting intention (Abd Latif et al., 2011)

H2: "Effort efficiency has a significant influence toward the intention to use internet marketing".

C. The influence of Social influence toward the intention to use the internet marketing

Venkatesh et al. (2003) defines social influence as how far an individual feels the importance of another individual's belief that he has to use a new system. In the context of this research, this personal relation like family members, supervisors, lecturers, peers, and even online communities have been identified to facilitate the users' behaviour toward the intention to use internet marketing. Social influence even gives more impact toward an invincible platform to the consumers to share their personal evaluation from the purchased product, which facilitates word-of-mouth communication.

H3: "Social influence has a significant influence toward the intention to use internet marketing".

D. The influence of facilitating condition toward the intention to use internet marketing

Facilitating condition is defined as how far an individual believes that organization and technic infrastructures are available to support the system use (Venkatesh et al., 2003). Related to support the internet marketing use, within facilitating condition which is a must to be provided is a good use interface, and this includes the ease of access, navigation and search (Yang, 2010), it's better to provide a guiding.

H4: "Facilitating condition has a significant influence toward the intention to use internet marketing".

E. Gender can moderate the influence of performance expectancy, effort expectancy, and social influence toward the use of internet marketing

This research uses gender as the moderation among performance expectancy, effort expectancy, and social influence toward the intention to use internet marketing. The purpose of gender use herein is to figure out how big the degree of intention difference to use internet marketing between male and female. As the result of the recommendation of Venkatesh et al (2003) stating that when a technology is more unidentified, then gender will be an influence variable toward the intention of such technology use.

H5a: "Gender can moderate the influence of performance expectancy toward the intention to use internet marketing".

H5b: "Gender can moderate the influence of effort expectancy toward the intention to use internet marketing".

H5c: "Gender can moderate the influence of social influence toward the intention to use internet marketing".

RESEARCH METHODOLOGY

A. Object and Subject of The Research

Object of this research is internet marketing, while subject of this research is people utilising the internet as the marketing media such as the online business doers (AdSense, affiliate, paid to review, and so on) as well as micro, small and moderate business owners utilising internet to advertise their product and services. Where this research is aimed to test their intention in using internet marketing as marketing media.

B. Sampling Taking Technique

In this research the sample taking Technique is using purposive sampling, which is a Technique to determine the samples conducted with a certain consideration. According to Sekaran (2003) the good size of the samples is more than 30 and less than 500 as well as 5 to 10 times compared to the used indicator variable amount. In this research, nevertheless, the smallest amount is taken, i.e. 5. The minimum sample amount in this research is about 200 samples determined based on the amount of indicators multiplied by 5 ($40 \times 5 = 200$).

C. Type and Data Source

Data type used in this research is primary data gained by the researcher directly from the online business doers and the start-up owners using the internet marketing as one form of their product or service marketing.

D. Data Collecting Technique

Data collecting technic in this research is survey method via google form by contacting personally the online business doers and the start-up owners.

E. Validity and Reliability Construct

Instrument quality test can be done by construct validity and reliability test where it aims to measure how far the indicator size can reflect the theoretical latent construct. Construct validity can be measured by using factor analysis (Ghozali, 2011).

To measure the construct validity can be seen from the loading factor value. The main requirement which must be met is the loading factor must be significant and standardised loading estimate must be equal 0.5 or higher, the ideal indicator of standardised loading estimate is 0.70 (Ghozali, 2011).

F. Hypothesis and Data Analysis test

Research hypothesis test is conducted with Structural Equation Modelling (SEM) approach by using AMOS ver. 22.00. The reason of this analysis instrument use is because there are some complex correlations from some variables tested in this

research, so that the use of AMOS ver. 22.00 combines some technics including factor analysis and path analysis. The use of SEM can expand the ability to explain and the existence of statistic efficiency as a model to test by using single complete method (Hair et al., 1995).

RESEARCH RESULTS

A. Descriptive analysis of Research Variable

- 1) Performance expectancy variable in this research can be measured with 8 indicators. The average value of the whole indicators in performance expectancy variable is 4.33. The value is categorised very high. This means descriptively, Performance Expectancy of respondents tend to be high. Most of the respondents believe that the use of internet marketing can help respondents in achieving the profit in work performance.
- 2) Effort Expectancy variable in this research can be measured with 8 indicators. The average value of the whole indicators in Effort Expectancy variable is 3.93. The value is categorised high. This shows that based on the respondents' perception, the internet marketing respondents use can make them convenient because internet marketing the respondents use is flexible, useful, quite obvious, and easy to understand.
- 3) Social Influence variable in this research can be measured with 8 indicators. The average value of the whole indicators in Social Influence variable is 3.73. The value is categorised high. This shows that the support from the work/ campus environment as well as family and friends is quite important for the respondents in the use of internet marketing.
- 4) Facilitating Condition Variable in this research can be measured with 9 indicators. The average value of the whole indicators in Facilitating Condition Variable is 3.69. The value is categorised high. This shows that there are fairly few respondents running the internet marketing from the family help, there are more respondents using internet marketing from the existing essential knowledge.

B. Construct Validity and Reliability Test

Construct Validity measures how far the size of the indicators can reflect the theoretical latent construct. Construct Validity can be measured by using confirmation factor analysis (Ghozali, 2011). The result of CFA has met the criteria of goodness of fit model (the value of RMSEA is 0.08) which means CFA model is quite good to test the Construct Validity and Reliability of the research indicators.

To measure the construct validity can be seen in loading factor value. The main requirement which must be met is the loading factor must be significant and

standardised loading estimate must be equal 0.5 or higher, the ideal indicator of standardised loading estimate is 0.70 (Ghozali, 2011). The data process result shows the significant value of the loading factor of all indicators, which is *** meaning < 0.05 (*** is assumed as a very small value and closer to zero, so that $*** < 0.05$). The data process result of standardised loading estimate shows that there is 1 indicator which has low standardised loading estimate, i.e. Indicator EE5 with standardised loading estimate of 0.466, hence the indicator is dismissed from the model because it doesn't meet the validity requirement.

C. SEM Assumption Test

- 1) The size of the minimum sample for SEM analysis with estimated method of Maximum Likelihood is 100 to 200 (Ghozali, 2011). The amount of sample used in this research is 220, which means the amount of the sample has met the adequacy requirement of sample amount in SEM analysis.
 - 2) Data normality test is intended to know whether or not the distribution of research in each variable is normal. Normality evaluation can be done by using the criteria of critical ratio skewness value, data is said normally distributed if the value of critical ratio skewness and the value of critical ratio multivariate are below the absolute point of 2.58. Based on the data process result, there are 3 indicators which have the value of critical ratio skewness between -2.58 – 2.58, which means there are 3 indicators showing normal distribution, while the value of critical ratio multivariate is $32.641 > 2.58$ which shows in the multivariate way the research data is not normally distributed.
 - 3) Outlier Test is conducted by using the univariate outlier and multivariate outliers test. Outlier univariate test is conducted by seeing the maximum value from z-score in the range of 3-4 (Hair et al. 2006). Therefore, all observations with the value of z-score ≥ 4.0 are said as outliers. The data process result, however, doesn't show that there are outliers in univariate way in the research variable indicator. Multivariate outlier is an observation emerging because of a unique characteristic combination which is owned and is very different from other observations. In SEM analysis, multivariate outliers can be detected by seeing the table of mahalonobis distance in the table, data is called as outlier if it has the value of $p^2 < 0.05$. Based on the outlier detection result, of 220 data analysed 72 data are detected as outliers. The data further will be dismissed from the model and is retested with normality test. After dismissing outliers there is still found the value of critical ratio multivariate which is over 2.58, this shows that after the dismissal of 72 outlier data, the research data is still not normally distributed, then researcher chooses bootstrapping method as a way-out to solve the abnormality.
 - 4) In this research, researcher conducts the bootstrapping test by using bootstrap ML (Maximum Likelihood) with the sample of 15 in amount and there is gained the value of Bollen Stine Bootstrap of $P=0.063$, which shows that the value is greater than P where the value of P is supposed to be > 0.05 . Based on the
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bootstrapping result, then it can be interpreted that the data is still eligible to use in further estimation.

D. SEM Analysis result

TABLE 1. STRUCTURAL MODEL ESTIMATED RESULT

			Standardized Estimate	S.E.	C.R.	P	Label
I	<---	PE	,450	,101	5,562	***	par_35
I	<---	EE	-,025	,112	-,263	,792	par_36
I	<---	SI	-,149	,088	-1,169	,242	par_37
I	<---	FC	,630	,363	3,305	***	par_38

Based on the table above, some conclusions are found as follows:

- 1) The significant value of Performance Expectancy Variable influence (PE) towards Intention to use Internet Marketing (I) is *** (***) is assumed as a very small value and closer to 0.000, which means *** is smaller than 0.05) with the standardised loading estimate is positive as much as 0.450 with significant value < 0.05 and the value of standardised loading estimate is positive, which shows that Performance Expectancy variable (PE) is positively and significantly influential toward Intention to Use Internet Marketing (I). The higher Performance Expectancy is, the higher the intention of individuals to use Internet Marketing will be, and vice versa.
- 2) The Significant value of Effort Expectancy Variable Influence (EE) towards Intention to use Internet Marketing (I) is 0.792, which means it's bigger than 0.05 with the negative mark of the standardised loading estimate as much as -0.25, which shows that Effort Expectancy Variable (EE) isn't significantly influential toward Intention to use Internet Marketing.
- 3) The Significant value of Social Influence Variable Influence (SI) towards Intention to use Internet Marketing (I) is 0.242, which means it's bigger than 0.05 with the negative mark of the standardised loading estimate as much as -0.149, which shows that Social Influence Variable (SI) isn't significantly influential toward Intention to use Internet Marketing (I).
- 4) The significant value of Facilitating Condition Variable influence (FC) towards Intention to use Internet Marketing (I) is *** (***) is assumed as a very small value and closer to 0.000, which means *** is smaller than 0.05) with the standardised loading estimate is positive as much as 0.630 with significant value < 0, and the value of standardised loading estimate is positive, which shows that Facilitating Condition variable (FC) is positively and significantly influential toward Intention to Use Internet Marketing (I). The higher Facilitating Condition is, the higher the intention of individuals to use Internet Marketing will be, and vice versa.

E. Squared Multiple Correlation

Squared Multiple Correlation shows the amount of influence of Exogenous Variable toward Endogenous Variable.

TABEL II. SQUARED MULTIPLE CORRELATION

	Estimate
I	,715

Berdasarkan tabel di atas, nilai squared multiple correlation untuk variabel Intention to Use Internet Marketing adalah 0,715 yang menunjukkan bahwa besar pengaruh variabel Performance Expectancy, Effort Expectancy, Social Influence dan Facilitating Condition adalah sebesar 71,5%, sedangkan sisanya sebanyak 28,5% dipengaruhi oleh faktor lain di luar variabel Performance Expectancy, Effort Expectancy, Social Influence dan Facilitating Condition.

F. SEM Analysis with Moderation

SEM Moderating Model can be analysed with the multigroup analysis approach. Moderating variable will be split to some parts, which further are estimated and compared to the value of Chi Square, GFI, AGFI or CFI for the moderated model with the actual model (unconstraint). If there is a significant difference, then there is an influence of moderation in the model (Ghozali; 2011). The following is the result of moderation test by using the multigroup analysis:

1. Gender Variable Moderation Test on the influence of Performance Expectancy toward Intention to Use Internet Marketing

TABEL III, THE RESULT OF GENDER VARIABLE MODERATION TEST ON THE INFLUENCE OF PERFORMANCE EXPECTANCY TOWARD INTENTION TO USE INTERNET MARKETING

Model	χ^2	df	$\Delta \chi^2$	Δdf	Cut Value χ^2
Unconstraint Baseline	450.838	178	-	-	-
Measurement Weight	463.046	191	12.208	13	22.36203
Measurement Intercept	463.476	192	12.638	14	23.68479
Structural Covariance	468.939	193	18.101	15	24.99579
Structural Residual	468.941	194	18.103	16	26.29623
Measurement Residual	487.071	209	36.233	31	44.98534

Based on the table above, there is gained the result of Chi Square value on the change of Chi Square ($\Delta \chi^2$) < the value of Chi Square (χ^2) with the determined df and on the significant degree of 0.05, this shows that there is no significant

different of the value of Baseline Model Chi Square from the actual model (Unconstraint), which means gender doesn't moderate the influence of Performance Expectancy toward Intention to Use Internet Marketing.

2. Gender Variable Moderation Test on the influence of Effort Expectancy toward Intention to Use Internet Marketing

TABEL IV, THE RESULT OF GENDER VARIABLE MODERATION TEST ON THE INFLUENCE OF EFFORT EXPECTANCY TOWARD INTENTION TO USE INTERNET MARKETING

Model	χ^2	df	$\Delta \chi^2$	Δdf	Cut Value χ^2
Unconstraint Baseline	507.431	178			
Measurement Weight	520.75	191	13.319	13	22.362
Measurement Intercept	521.085	192	13.654	14	23.685
Structural Covariance	525.049	193	17.618	15	24.996
Structural Residual	526.012	194	18.581	16	26.296
Measurement Residual	548.935	209	41.504	31	44.985

Based on the table above, there is gained the result of Chi Square value on the change of Chi Square ($\Delta\chi^2$) < the value of Chi Square (χ^2) with the determined df and on the significant degree of 0.05, this shows that there is no significant different of the value of Baseline Model Chi Square from the actual model (Unconstraint), which means gender doesn't moderate the influence of Effort Expectancy toward Intention to Use Internet Marketing.

3. Gender Variable Moderation Test on the influence of Social Influence toward Intention to Use Internet Marketing

TABEL V, THE RESULT OF GENDER VARIABLE MODERATION TEST ON THE INFLUENCE OF SOCIAL INFLUENCE TOWARD INTENTION TO USE INTERNET MARKETING

Model	χ^2	df	$\Delta \chi^2$	Δdf	Cut Value χ^2
Unconstraint Baseline	446.306	178			
Measurement Weight	472.292	191	25.986	13	22.362
Measurement Intercept	475.74	192	29.434	14	23.685

Structural Covariance	475.743	193	29.437	15	24.996
Structural Residual	476.97	194	30.664	16	26.296
Measurement Residual	503.991	209	57.685	31	44.985

Based on the table above, there is gained the result of Chi Square value on the change of Chi Square ($\Delta\chi^2$) < the value of Chi Square (χ^2) with the determined df and on the significant degree of 0.05, this shows that there is no significant different of the value of Baseline Model Chi Square from the actual model (Unconstraint), which means gender doesn't moderate the influence of Social Influence toward Intention to Use Internet Marketing.

DISCUSSION

A. The Influence of Performance Expectancy toward Intention to Use Internet Marketing

Performance Expectancy variable (PE) is positively and significantly influential toward Intention to Use Internet Marketing (I). The higher Performance Expectancy is, the higher the intention of individuals to use Internet Marketing will be, and vice versa.

This can be seen in our environment, where people who feel the benefit in using internet marketing will increase their intention to use the internet marketing, for example the start-up owners in Indonesia. Almost all the start-up owners prefer to use Internet Marketing to conventional advertisement. This occurs because by using Internet Marketing they can save the expense and minimalize their budget to advertise their products or services.

B. The Influence of Effort Expectancy toward Intention to Use Internet Marketing

Effort Expectancy variable (EE) isn't significantly influential toward Intention to use Internet Marketing (I). Effort Expectancy refers to the ease degree related to the certain system use (Venkatesh et al., 2003). The result of this research shows that the ease of internet marketing system use doesn't guarantee that it can increase the interest of people in using Internet Marketing.

This can be seen in our environment, where the easy internet marketing use isn't definitely increasing the interest and intention of the users in using it. This can occur due to various factors, for example because of the absence of supportive factors from the neighbourhood so that the person prefers to use conventional advertisement to internet marketing.

C. The Influence of Social Influence toward Intention to Use Internet Marketing

Social Influence variable (SI) isn't significantly influential toward Intention to use Internet Marketing (I). Venkatesh et al. (2003) defines social influence as how far an individual feels the importance of another individual's belief that he has to use a new

system. In the context of this research, this personal relation like family members, supervisors, lecturers, peers, and even online communities have been identified to facilitate the users' behaviour toward the intention to use internet marketing.

The result of this research is not in line with the result of Venkatesh et al (2003) which shows that Social Influence has positively significant correlation toward Behavioural Intention. In the research it is said that social environment has influence toward the users in some information technology system use which is quite familiar in various groups, while in this research the researched object is something new which is not familiar in various groups. Hence, the result of research shows that Social Influence isn't significantly influential toward Intention to Use Internet Marketing.

In Indonesia Environment factor is not influential factor toward the degree of Internet Marketing use, because as we know that internet marketing is not something common in the ears of most of Indonesians. Hence, it can be stated that the influence of Social Influence isn't very influential in this matter. In addition, whether or not the support exists toward an individual in using internet marketing can be one influential factor toward the individual as well.

D. The Influence of Facilitating Condition toward Intention to Use Internet Marketing

Facilitating Condition variable (FC) is positively and significantly influential toward Intention to Use Internet Marketing (I). The higher Facilitating Condition is, the higher the intention of individuals to use Internet Marketing will be, and vice versa.

As we know that government, nowadays, is supporting micro, small and moderate business doers to go online by giving free hosting and domain as facility for the first year. Indonesian government realises that one way for the micro, small and moderate business doers to develop is by advertising their products online. Besides reaching all boundary of the whole world, advertising product online can save the advertisement cost. This is proven that it can increase the interest of micro, small and moderate business doers to use Internet Marketing.

E. Gender doesn't moderate the influence of Performance Expectancy toward Intention to Use Internet Marketing

In this research, there is not difference between male and female on the perception about Performance Expectancy toward Internet to Use Internet Marketing. This statement is in line with the phenomenon that male and female respectively have perceptions that using technology will help them in increasing their work performance. As we can see nowadays where almost all people, both male and female, have evenly used technology to support their activity.

F. Gender doesn't moderate the influence of Effort Expectancy toward Intention to Use Internet Marketing

In this research, there is not difference between male and female on the perception about Effort Expectancy toward Internet to Use Internet Marketing. This statement is in line with the phenomenon that male and female use technology in

their daily life without any boundary of access ease toward technology. This proves that there is no difficulty for every individual in utilising the technology to settle their work.

G. Gender moderates the influence of Social Influence toward Intention to Use Internet Marketing

In this research there is a difference from male and female related to the influence of Social Influence in using technology. This statement is in line with the phenomenon occurring these days where in every activity field there is difference from male and female, which is influenced by the neighbourhood, either family or friends. As we can see in online trade activity, where female tends to need a support and suggestion from the neighbourhood compared to male when starting the online trade activity.

CONCLUSIONS

The conclusion gained from this research are:

- 1) Performance Expectancy is positively and significantly influential toward societies' Intention to Use Internet Marketing. The higher the societies' belief that Internet Marketing use will ease them in gaining some profit is, the higher the societies' intention to use internet marketing.
- 2) Effort Expectancy is not significantly influential toward societies' Intention to Use Internet Marketing.
- 3) Social Influence is not significantly influential toward societies' Intention to Use Internet Marketing.
- 4) Facilitating Condition is positively and significantly influential toward societies' Intention to Use Internet Marketing. The better the facility to use internet marketing is, the higher the societies' intention to use internet marketing.
- 5) Gender doesn't moderate the influence of Performance Expectancy and Effort Expectancy toward societies' intention to use Internet Marketing. Gender moderates the influence of Social Influence toward societies' intention to use internet marketing.

SUGGESTIONS

Suggestions that can be submitted from the results of this research are as follows:

1. For Internet Marketers

Performance expectancy and facilitating condition proved to have a significant effect on people's intention to use internet marketing. To increase the

public's intention to use internet marketing then internet marketing provider should be able to convince the public that internet marketing can increase its profit, internet marketer also can facilitate public facility in using internet marketing especially in terms of knowledge how to use and cost.

2. For Further Research

In the next research can be used interview method so that researchers can dig deeper and unlimited information from internet marketing users. By using respondent's survey method of perception will depend on the understanding of the statement items contained in the questionnaire so that there may be differences in perception.

To be able to maximize the results of subsequent research, researchers also suggested to add moderating variables such as education level variables, IT skills variables, and age variables.

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