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PREFACE

Assalaamu ‘alaykum warahmatullahi wabarakaatuh,
The CITSM 2021 is in the general area of communication and information technology. It provides a forum for presenting and discussing the latest innovations, results and developments in IT Management & organizations, IT Applications, Cyber & IT Security, and ICT. The main objective of this conference is to provide a forum for engineers, academia, scientist, industry, and researchers to present the result of their research activities in the field of Computer and Information Technology. The primary focus of the conference is to create an effective medium for institutions and industries to share ideas, innovations, and problem-solving techniques.

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event successful.

Wa billahi taufiq wal hidaayah.
Wallahul muwaffiq ila aqwamit-tharieq.
Wasalaamu ‘alaykum warahmatullahi wabarakaatuh.
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***Abstract*—This study aimed to identify factors of electronic marketing (e-marketing) acceptance and how they influence the acceptance among consumers of Hartanimart.com. This type of research refers to the influences of the independent variables (i.e., usefulness, ease, attitude, and subjective norm) on the dependent variable (i.e., the use of e-marketing). The samples used were 100 people who made a purchase seed through Hartanimart.com by the method of accidental. Data were analyzed statistically using the partial least square structural equation modeling (PLS-SEM) method. The results of the study found that three assumptions were accepted, i.e. a factor of usefulness, ease, and subjective norms have a significant level of 0.05 and the value of t-count is greater than t-table (> 1.96) against the use of e-marketing Hartanimart.com and one of them was rejected, i.e., the factor of attitude did not affect significantly influence the use of e-marketing Hartanimart.com. Factors of usefulness, ease, and subjective norm can support consumers in increasing the use of e-marketing.**

Keywords— Electronic Marketing, Acceptance Model, Agribusiness Products, PLS-SEM.

I. INTRODUCTION

Progress of information and communication technology (ICT) for the digital era brings a great impact on all aspects, not least changes in the business world and the evolution of marketing strategy. Every agribusiness also currently vying to bring up the mobile marketing system on your smartphone that will make it easy for users to feel the products offered by the company. The role of ICT helps us interact, communicate, and even to convey information to people from all over the world with cheap, fast, and ease. The growth of its use has led to the decline of the marketing tools of the traditional mass media: television, radio, newspaper, and magazine [2].

The emergence of the paradigm of the evolution of marketing in the form of the concept of modern marketing through the internet is called e-marketing [3]. According to Menberu [4], e-marketing is the use of the internet and digital media to sell products and services in expanding the expanding customers of the target company. With the increasing number of users of the internet around the world every day, various companies have designed their web pages that can be accessed by computers, tablets, smartphones, and other electronic devices [2]. Data Social [5] shows that in 2018 in Indonesia, the number of internet users as much as 132,7 million of the total 265.4 of a million souls. This gives a lot of opportunities including agribusiness products and many agribusiness entrepreneurs who have made use of e-marketing as a medium for marketing the products of agribusiness, for example in the Country of China and the United States [6].

Opportunities to use e-marketing as a promotional tool and an effective business tool [7]. To market, the products of agribusiness use aright system of e-marketing required a lot of adjustment can, because differences in the characteristics of agribusiness products which have the uniqueness of the covers are easily damaged (perishable), large volume (voluminous), and take up space large (bulky) [8]. In addition, the product is seasonal, dependent on nature, the non-uniformity of quality, the product offering is relatively small and the chain of marketing is relatively long [3]. Through the program, the Synergy of the Action of the People's Economy which was proclaimed by the government, the agribusiness sector can dominate the structure of the gross domestic product (GDP) amounted to 13.45%, or the second-highest after the industrial sector 19,62% [9] and the efforts of the government in the transformation of the use of e-marketing it turns out that the positive response by the various parties other one Hartani Farm through the system Hartanimart.com.

Hartani Farm engaged in the sale of agribusiness products plant seeds vegetables and fruit as well as provide a package of home gardens super complete (seed featured + paper tray seedling + cocopeat + polybag + nutrients NPK + nutrition gandasil leaves + mini shovel). Hartani Farm exists to provide easiness in all of the information needed by the customers simply by opening the website in Hartanimart.com. Through a system of e-marketing, the Hartani Farm characteristically carries the uniqueness of the concept of urban farming, which means utilizing the open space of narrow into a land of green and productive system Hartanimart.com created to facilitate the consumer, the chain of business administration become shorter, stabilize prices, expand the range of the market, and allows the acceleration of the cycle buyer leads to an increase in revenue.

According to Zawaideh [10], implemented a system of marketing through e-marketing is expected to generate a positive impact to meet the needs of customers, establish a good relationship with customers, information on new

product ideas as well as the volume of sales without incurring the cost of additional. It is interpreted that the application of e-marketing can realize an increase in sales volume by customer related to the level of use of e-marketing and many researchers perceive marketing as a framework that embraces the concept of the idea of how the customer to receive the new system of the company is offering products [11].

Each strategy marketing is creating a life cycle of a company through the acceptance of the use of the system [12]. One of the models of acceptance that is often used, namely the technology acceptance model (TAM) [13, 14]. This model is very popular in measuring the adoption of information technology for the acceptance of the use of the new system [15]. Therefore, the researchers modify the model, which is determined by four key variables proposed by Davis [16], namely usefulness, ease, attitude, and subjective norm. Based on the four key variables are presented, then the authors interested to analyze the influence factors of usefulness, ease, attitude, and subjective norm on the level of use of e-marketing on Hartanimart.com in the activity of agribusiness sales of the product package of seeds.

II. LITERATURE REVIEW

The problems shown in this study is a reference of the previous researchers, in generating support for the latest facts by modifying the approach of TAM proposed by Davis [16], and the theory of reasoned action (TRA) developed by Ajzen & Fishbein [17], taking four key variables, namely usefulness, ease, attitude, and subjective norm. The factors used in the examination that affect the acceptance of the use upon the application of e-marketing on Hartanimart.com.

Consider the identification of factors that could potentially affect the use of e-marketing and expanded with how big a factors proficiency level allows to influence the level of use of e-marketing (Fig. 1). Reinforced by Alharbi & Alhider [18] recommends that the use of e-marketing has to understand the perception of the customer (benefit, ease, attitudes, and interests) and to formulate a competitive strategy that meets the satisfaction of consumers. According to Minkiewicz [19], indicators of the acceptance of the new system include a sense of fun based on the expectations and subjective norm or support the perception of others to run or not to perform a behavior based on the opinion or input to be used as a reference. Understand the results of the research that has been there the authors are interested to discuss the return factor of usefulness, ease, attitude, and subjective norm.

The idea about the use of e-marketing in the agribusiness sector lately has been getting great attention [20]. Each received a new system in the company is a vital aspect that needs to be considered thoroughly [21]. This especially gives the important facts related to the sustainability of the life cycle of the company in the use of e-marketing through the four variables key (usefulness, ease, attitude, and subjective norm). For usefulness and ease is an integral value of the function or information that can help ease the job, improve productivity and effectiveness [22]. About attitude (attitude) is a reaction evaluative beneficial against something and subjective norms (subjective norm) or social norms are the desire or the social pressure to perform or not perform the behavior [23].

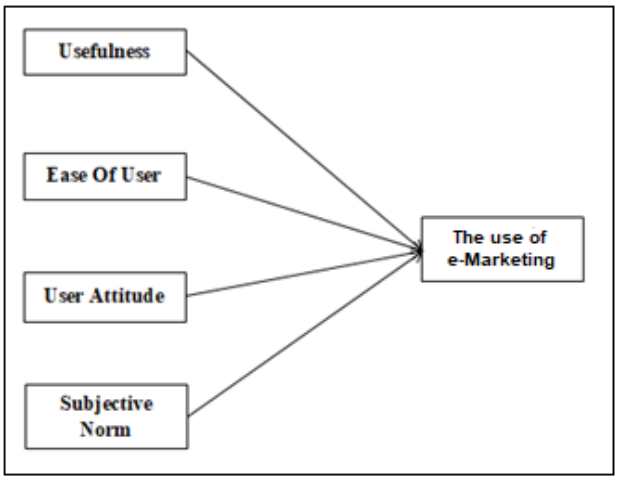

Fig. 1. The Proposes Research Mode

As already previously described, this research aims to identify the factors that the use of e-marketing in the purchase of seed products on the Hartanimart.com proposed by Davis [16], and Ajzen & Fishbein [17], extended with how big the influence of factors on the level of use of e-marketing, so that there are assumptions or hypothesis: Allegedly a factor of usefulness, ease, attitude, and the subjective norm has a positive effect on the use of e-marketing.

III. RESEARCH METHOD

A. *Population and Sample*

Refer to the flow of research the target population is the customers Hartani Farm who have received over the use of Hartanimart.com in the purchase of seed, so the number of the population is not known for certain. Then the formula sampling is the unit of analysis through many members of the sample at least 10 times the number of variables studied (10 x 6 variable = 60 respondents). Several PLS-SEM studies [24-28], as it is also conducted by Guritno [29], that the number of required samples in the PLS-SEM ranged from 100 to 200 samples, so it can be said rounding to 100 people sample is sufficient to represent the population. Then the sampling technique using the method of accidental in which the taking of respondents by coincidence, that anyone who deigned to fill out a questionnaire in which the samples meet the characteristics of the population that is deemed suitable as a source of data [30].

B. *Data Collection Technique*

Questionnaire data collection methods in the form of statement-related variables were measured using a Likert scale [31]. The first stage of the questionnaires distributed directly to the 30 respondents on the outside of the sample to be selected first and the statement that did not pass the test will be replaced/removed in the analysis of the research. Furthermore, the questionnaire has already passed the test distributed back online with the assistance of the owner of Hartani Farm to get the number of 100 respondents as a customer user Hartanimart.com. The Likert scale helps to gauge the statement of a person on the aspect of usefulness, ease, attitude, subjective norms regarding the use of e-marketing, and customer

satisfaction. The researchers obtained information from the instrument research that factors the use of e-marketing and instrument the satisfaction of consumers (people who've made purchase seeds through the medium of e-marketing Hartanimart.com).

C. Data Analysis Technique

This study used a test pass requirements questionnaire (validity and reliability and using the technique of the analysis of PLS-SEM. The approach of PLS is distribution-free, does not assume a particular distribution of data, can be either nominal, category, ordinal, interval, and ratio of [13]. PLS is used to determine the complexity of the influence between the latent variables and indicators. The steps of the PLS-SEM were: (1) designing the structural model (inner model), (2) designing the measurement model (outer model), and (3) constructing a diagram of the path (path diagram) through the tool SmartPLS version 3.00.

IV. RESULTS AND DISCUSSION

A. Characteristics of Respondents

The characteristics of the respondents in this research are intended to describe the nature of the default and the background from consumer Hartanimart.com that in the underlying by aspects of gender, place of residence domicile, age, education level, employment status, and monthly income, which is discussed further below. Knowledge about the characteristics of the consumers needs to be known by a marketer to determine the target market to position their products appropriately [32]. To clarify the characteristics of the respondents in question, then presented in a tabular form as follows:

TABLE I. CHARACTERISTICS OF RESPONDENTS

Items	Item	Percentage
Sex	Men	62%
	Women	38%
City	Jakarta	11%
	Bogor	33%
	Depok	8%
	Tangerang	9%
	Bekasi	13%
	Bandung	5%
	Other	21%
Age	20-29 years	26%
	30-39 years	35%
	40-50 years of	12%
	Over 50 years	27%
Education	JUNIOR high school or equivalent or	6%
	high SCHOOL or equivalent	17%
	Diploma/Bachelor	69%
	Graduate/Doctorate	8%
Job	of CIVIL servants	13%
	Private sector Employees	34%
	Entrepreneurial	43%
	Other	10%
Revenue	At the bottom of the Rp1.000.000,00	6%
	Rp 1.500.000,00 – Rp 4.500.000,00	51%
	Rp 5.000.000,00 – Rp 10.000.000,00	22%
	Rp 10.500.000,00 – Rp 20.000.000,00	8%
	above $ 20.000.000,00	13%

[a.] Source: Primary Data, 2020 (processed)

Characteristics of respondents describe some aspects of demographics, namely gender, domicile, age, education, working status, and monthly income. Based on Table 2, shows the respondents were male gender as much as 62% and the female gender as much as 38%. Needs in view the aspects of domicile to find out how widespread the segmentation of customers and the majority of customers Hartani Farm in conducting transactions through Hartanimart.com domiciled in the City of Bogor as much as 33%. Seen from the level of age showed respondents aged 20-29 years were 26%, age 30-39 years as much as 35%, the age of 40-50 years as much as 12%, and > 50 years as much as 27%).

Next on the aspects of education of respondents indicated with the highest education level of JUNIOR high school/equivalent as much as 6%, the level of high SCHOOL as much as 17%, graduate diploma/degree as much as 69%, and as much as 8% education level Graduate/Doctorate. While the views of the status of his work show that the respondents worked as a CIVIL servant as many as 15 people (8.8 percent), private employees as many as 80 people (47,1), self-employed as many as 13%), private-sector employees as much as 34%, entrepreneurs as much as 43%, and status other jobs as much as 10%. For monthly income level of the dominant on the income range between Rp 1.500.000,00 – Rp 4.500.000,00 as much as 51%. The findings of the characteristics of the respondents described the that customers who make purchase seeds through Hartanimart.com application by type of gender men, who is domiciled in JABODETABEK, highly educated, status work in paan entrepreneur, and monthly income above the average minimum wage per region.

B. The influence Between Variables Using Analysis of PLS-SEM

According to the objectives of the study, the results of the data analysis step follows the steps PLS-SEM for draft measurement model (outer model) is a specification of the requirements to pass in the examination test the validity of the discriminant and reliability test Alpha or the Composite Reliability at the level of the constructs and sub-construct for all items must have a load on top of 0.7 suggested [33]. Based on the testing that has been done, then the output of the validity of the discriminant and reliability test Cronbach's alpha or the composite reliability are presented in Table 2 and Table 3.

TABLE II. THE OUTPUT OF THE DISCRIMINANT VALIDITY

Variables	X1	X2	X3	X4	Y
X1	0,879				
X2	0,690	0.754			
X3	0,330	0,582	0,851		
X4	0,477	0,594	0,420	0,891	
Y	0,594	0,673	0,474	0,681	0,838

[b.] Source: Data output SmartPLS 3.2.1, 2020 (processed)

Be aware that the results of the validity of the discriminant of the entire construct is greater than the correlation value of each of the constructs or has a load over 0.7 which means that the value is valid and all the constructs in the model are tested to meet the criteria of discriminant validity. The Reliability of internal consistency was examined using the reliability test Cronbach's alpha or composite reliability. Analysis in PLS-SEM, the loading of the actual depends on the calculation results of the factor scores that determine the construct better (reliable) of the reliability of internal consistency on the value. As shown in Table 4, the values of Cronbach's alpha or the composite reliability of each construct in the model must be above the threshold

suggested by 0.7 [33] and supports the reliability of the measurement.

TABLE III. THE RESULTS OF CRONBACH'S ALPHA AND COMPOSITE RELIABILITY

Variable	Cronbach's Alpha	Composite Reliability
Usefulness	0,708	0,809
Ease of Use	0,776	0,783
The User's Attitude	0,786	To 0.796
Subjective Norm	0,725	0,819
The Use of E-Marketing	0,730	0,771

[c.] Source: Data output SmartPLS 3.2.1, 2020 (processed)

The results of the reliability test in PLS-SEM use two methods of output Cronbach's alpha and composite reliability. Table 4 shows that all the variables have a value of Cronbach Alpha and Composite Reliability above 0.7 to so it can be said all the indicators measuring each variable of the questionnaire is reliable. Thus the items on each of the concepts of variables are feasible to use as a measuring tool. As for the next steps of design of structural model (inner model), gave rise to the principle of the test the influence between latent variables, by looking at the percentage variance of the value of the R^2 line using the size of the stone-Geisser Q^2 test and see the magnitude of the path coefficient structural [34-37].

TABLE IV. THE VALUE OF R^2 ENDOGENOUS VARIABLES

Variable	R^2
The Use of E-Marketing (Y)	0,531

[d.] Source: Data output SmartPLS 3.2.1, 2020 (processed)

A more detailed explanation of the results of the calculation of the r-square of each latent variable endogenous in Table 5 shows that the r-square value in the range of 0.224 and 0.531. According to Chin [38], the value of r-square is considered weak, moderate, and strong if it showed the value of 0.19, 0.33, and 0.67. On the calculation model of this study, the variable use of e-marketing Hartanimart.com relatively strong because of the approaching 0.67. The intent of these values is the exogenous variables that affect the use of e-marketing Hartanimart.com in the model tested, representing a 54% chance of the formation of the trust.

Model design construction flow diagram is also used for a right to see the testing of hypothesis is evaluated by using the bootstrap resampling. The application of the bootstrap resampling method allows the entry into force of the distribution of data free (free distribution), does not require the assumption of normal distribution, and does not require any sample that is large [39]. For testing the first hypothesis by comparing's value statistics (t-count > t-table) and the value of probability ($p < 0.05$), based on the number of 100 respondents than the value of t-table for an alpha of 5% was obtained of 1.96. The results of the hypothesis test the first inter-variable can be seen in Table 5.

Based on the results of testing the first hypothesis in Table 5, show that there is one variable no significant effect on the endogenous variables in the use of e-marketing Hartanimart.com, where the variables are the factors of attitude that has no significant effect because it has the value of t-count < 1.96 (1,140 < 1,96) and p-values > 0.05 (0,127 > 0,05). For other variables, can be known to have a positive and significant impact on endogenous variables-its because it has at-count is greater than t-table (> 1.92) and (p-values < 0.05), so it can be assumed that the four key factors have a positive effect on the variable the use of e-marketing on Hartanimart.com and the first hypothesis can be accepted.

TABLE V. RESULTS OF THE HYPOTHETICAL ANALYSIS

Variable	T-statistics	P-values	Description
Usefulness → the Use of E-Marketing	1,981	0,047	Significant
Ease of → the Use of E-Marketing	2,926	0,002	Significant
Attitude → the Use of E-Marketing	1,125	0,130	Not Significant
Subjective Norm → the Use of E-Marketing	3,426	0,000	Significant

[e.] Source: Data output SmartPLS 3.2.1, 2020 (processed)

Further discussion about the hypothesis related to the four key factors (usefulness, ease, and subjective norm) has a positive effect on the use of e-marketing (the hypothesis is accepted), but otherwise, his assumption was rejected, that factor is an attitude not affect significantly influence the use of e-marketing Hartanimart.com. Sin line with the research Supriono [40], the attitude, subjective norms, perception of benefits/perceived usefulness, and perceived ease of use has positive and significant effect against the actual use of accounting information systems. The results of this study also support the concept of TAM proposed by Davis [16], and the Theory of Reasoned Action developed by Ajzen & Fishbein [17], expressed the reaction and perception (the benefits, ease, attitude, and subjective norms) affect the acceptance of the use of information technology systems (actual system use). It can be explained that the factors of usefulness, ease, and the subjective norm against the use of e-marketing show can be formed or created increased access to Hartanimart.com so that the achievement of the frequency of sales of a good. While also necessary improvement of the provision of information in Hartanimart.com to give a response to a good attitude from consumers and then the potential to expand the market share of the purchase of packages of seeds are very possible to do through the system through the Hartanimart.com.

V. CONCLUSION

The findings of the hypothesis test produce only three key factors of usefulness, ease, and subjective norms that have a positive and significant impact on the level of use of e-marketing Hartanimart.com (the assumptions were acceptable). That is, the system Hartanimart.com optimally already provides information on perceived customers based on the three key factors and customers Hartanimart.com has also never recommend such a product to a prospective customer.

While the factors of attitude have no significant effect on the level of use of e-marketing Hartanimart.com (the assumption was rejected). That factor is an attitude not contribute to increasing the use of e-marketing Hartanimart.com so into consideration the improvement of the provision of information in Hartanimart.com and the potential to expand the market share of the purchase of packages of seeds are very possible to do through the system Hartanimart.com.

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