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THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND ORGANIZATIONAL INNOVATIVENESS ON INTENTION TO USE INFORMATION SYSTEM

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ABSTRACT
This research aims to test Diffusion Innovation Theory affected by attitude toward change, complexity, interconnectedness, and organizational slack on organizational innovativeness, and also to test Technology acceptance model affected by perceived usefulness, perceived ease of use, with additional organizational innovativeness from the innovation diffusion theory on intention to use information system via Structural Equation Modeling-Partial Least Square (SEM-PLS). To conduct the research, the authors distributed collected 91 surveyed questionnaires and valid respondents. The questionnaire has targeted prajuru's who use the information system for more than 1 year and served as prajuru's LPD for more than 1 year. The result showed a positive effect between the variable perceived usefulness in the intention to use information system, perceived ease of use in the intention to use information system, interconnectedness in organizational innovativeness, organizational slack on organizational innovativeness, and organizational innovativeness in the intention to use information system. Meanwhile, there is a positive and insignificant effect between the variable's attitude toward change on organizational innovativeness and a negative and insignificant effect between the variable complexity on organizational innovativeness.

KEY WORDS
TAM, DOI, perceived usefulness, perceived ease of use, organizational innovativeness, intention to use information system.

According to Bali Provincial Regulation Number 3 of 2017, LPD is a financial institution belonging to Pakraman Village which is located in the authority of Pakraman Village which is now called Desa (village). The development trend of information systems has prompted the LPD to develop computer-based information systems. Information systems can contribute to organizational performance, including increased productivity, increased profitability, reduced costs, and can increase competitive advantage (Wang, Wang and McLeod, 2018). The existence of a proper Accounting Information System will assist in producing reports quickly, accurately, and relevant so that it can be useful in making decisions and also for assessing company performance. Support from a computerized Accounting Information System will be able to produce a good accounting information system performance by a company (Arini, Sinarwati, and Sujana, 2017).

The development of the information system used by the LPD began with the breakthrough and innovation of the Go Digital LPD made by the Mayor of Denpasar, IB Rai Mantra, which was useful for improving LPD performance in 2016. Then PT. USSI issued a system called IBS which was used in the LPD Kesiman. In 2018 the Head of Economy and Natural Resources of the Regional Secretariat of the City of Denpasar, I Made Saryawan, encouraged all LPDs to be digital-based in service, his party also carried out continuous guidance so that LPDs became strong and able to compete (Akurasi co, 2016). In 2019, the Mayor, Rai Mantra, said that LPDs must be able to adapt, especially when they have entered the industrial era 4.0, but approximately 80 percent of LPDs in Denpasar City have made a transformation leading to digital management which began in 2016. During 2019, LPD continues to innovate by forming LPD Smart Outlets and collaborating with BPD by issuing an e-link application which is expected to be able to strengthen LPD services in the future.

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Information technology support in LPD business operations is very important. Empirical observations in the field show that the intention to use information technology in LPDs is still very low. This condition cannot be separated from the LPD, which is a financial institution that departs from traditional organizations with low resources and limited technology.

This study provides several contributions, First, this study provides a comprehensive examination of the two attributes of the information system acceptance model (TAM), perceived usefulness and perceived ease of use, as well as the attributes of innovation diffusion theory, organizational innovativeness, attitude toward change, complexity, interconnectedness, and organizational slack. Researchers explain the influence of individual and organizational innovativeness on the impact of intention to use of information systems. Second, this study examines the relationship between organizational innovativeness and intention to use information systems that the knowledge of researchers has not previously explored. Third, research results are validated in the context of traditional financial institutions; most of the previous research was based on modern banking. Researchers used a comprehensive instrument to measure organizational innovativeness variables that were lacking in most of the previous innovation diffusion theory model studies. This research, in part, also serves as a validation instrument of the influence of the Technology Acceptance Model and the Diffusion of Innovation Theory on the intention to use information systems.

LITERATURE REVIEW

Perceived Usefulness and Perceived Ease Of Use Has a Positive Effect on Intention To Use Information System

The theory of reasoned action (TRA) was proposed by Icek Ajzen and Martin Fishbein in 1980. TRA was developed into (TAM) Technology Acceptance Model).TRA and TAM in the context of this research explain the intention to use information systems influenced by perceived usefulness and perceived ease of use. Perceived Usefulness is defined as the attitude in which someone will use information system technology if the technology is useful (Davis, 1989). Research conducted by (Kesumman and Suardikha, 2016) states that belief in the usefulness of a system will increase one's intention or actions in using the system. Research conducted by (Chan *et al.*, 2016) says that perceived usefulness has a significant effect on the intention to use, where it is said that there is motivation from using information systems, such as the awarding of performance when using information systems to increase intention to use information systems. Research conducted by (Mălăescu and Sutton, 2015) states that perceived usefulness is significant for intention to use information systems, so it is said that users can reduce cognitive load, increase usability in helping decision making, thereby increasing the intention to use the system. Based on previous research, the research hypothesis becomes. Perceived ease of use is the level at which users will use the system if the system feels easy to use. Research conducted by (Salimon *et al.*, 2017) says that perceived usefulness has a positive effect on the intention to use of mobile commerce, where it is said that in the absence of common face-to-face interactions in-service platforms, it requires that the platform be easy to use and user friendly to reduce difficulties that may arise. Research conducted by (Zaidi, Henderson and Gupta, 2017) states that perceived ease of use has a positive and significant effect on perceived ease of use, where the taxpayer feels that they will use the system if the system is easy to use. The results of research conducted by (Liu and Liu, 2020), said that feature a live dialogue between teachers and students makes the e-learning process easier to monitor. The results of this study also support the results of research conducted by (Kim, Kotb and Eldaly, 2016) which said that using the information system users spent less energy and time. Based on previous research, the research hypothesis becomes.

H_1: Perceived Usefulness has a positive effect on the intention to use information systems.

H_2: Perceived Ease of Use has a positive effect on Intention to use of Information Systems.

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Attitude Toward Change Has a Positive Effect on Organizational Innovativeness

Attitude toward change is described as a person's beliefs, behavior, and feelings during the change process in the organization. The more positive changes in user attitudes towards innovation, the higher the organizational innovativeness will be. Research conducted by (Haffar *et al.*, 2019) said that organizational members who believe that they will benefit from organizational innovativeness, such as promotional objectives or awards, will accept organizational innovativeness. Furthermore, when users believe that they will not lose their status and jobs become easier due to organizational innovativeness, the acceptance of organizational innovativeness (such as information technology) will be higher. Research conducted by (Lukes and Stephan, 2017) states that organizational members tend to accept innovation when there are benefits received, such as making work easier or rewarding. Based on previous research, the research hypothesis becomes.

H_3: Attitude toward change has a positive effect on Organizational Innovativeness.

Complexity Has a Positive Effect on Organizational Innovativeness

Complexity is the level at which organizational members have a relatively high level of knowledge and expertise, usually measured by the member's job specialization and level of professionalism. Research conducted by (Ali *et al.*, 2018) said that complexity has a significant effect on organizational innovativeness, the more specialized employees are in the organization, the higher the organizational innovativeness will be. Complexity plays an important role in facilitating innovation because it absorbs new knowledge that requires a prior knowledge base. Research conducted by (Gentile-Lüdecke, Torres de Oliveira and Paul, 2019) also said that complexity (specialization) has a significant effect on organizational innovativeness. Specialization plays an important role in the search for external knowledge and is significantly related to organizational innovativeness. Specialists are better equipped to seek and integrate external information into external information. Further development of shared information in the subunits will facilitate organizational innovativeness. Based on previous research, the research hypothesis becomes.

H_4: Complexity has a positive effect on Intention to use Information Systems.

Interconnectedness Has a Positive Effect on Organizational Innovativeness

Interconnectedness is the extent to which units in a social system are connected by interpersonal networks. The presence of technology is a source of strength that makes a company have a competitive advantage, and is identified as a factor that contributes to the company's success. The more available the interconnectedness, the more technological innovation will be possible. Interconnectedness connects users, practices, tools, and other resources to create innovation Research conducted by (Ciriello, Richter and Schwabe, 2018). Interconnectedness helps users who actively and intensively support the innovation process by providing specific resources, such as a competent network. Research conducted by (Wetering, Mikalef and Helms, 2017) states that the existence of interconnectedness in organizations allows organizations to develop innovations so that they gain a sustainable competitive advantage, and gain business capabilities that help companies survive, develop and compete. Research conducted by (Watson *et al.*, 2016) says that users are connected in a network so that users can get information from each user, this allows for improvements in the organization such as upgrading existing systems in the organization. Research conducted by (Appelbaum *et al.*, 2017) says that with users connected to a network it will be possible to get information quickly so that it will be useful in making decisions later. Based on previous research, the research hypothesis becomes.

H_5: Interconnectedness has a positive effect on Organizational Innovativeness

Organizational Slack Has a Positive Effect on Organizational Innovativeness

The organizational slack is those factors that include input excess as employees redundant, unused capacity, and capital expenditures that are not necessary to increase the chances that have not been exploited to increase the output, such as innovations that might push the company closer on technology. Research conducted by (Wiersma, 2017) says that

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organizational slack has a positive effect on organizational innovativeness, where companies are said to have excess resources so that it is easy to invest massively in projects that add value or do not add value (one example: technological innovation). Research conducted by (Meyer and Leitner, 2019) says that organizational slack allows creativity and experimentation, thus enabling innovation to be generated. Organizations must be well-resourced to stay competitive by being innovative. Research conducted by (Wang *et al.*, 2016) said that organizational slack can help companies innovate in a rapidly changing environment. Based on previous research, the research hypothesis becomes.

H_6: Organizational Slack has a positive effect on Organizational Innovativeness

Organizational Innovativeness Has a Positive Effect on Organizational Innovativeness

Organizational innovativeness can be seen as an organizational capability where organizations are open to new ideas and solutions in the context of adoption that culminates in intention to use technology, companies with high levels of innovation higher rates are more likely to use innovative technologies, such as social media (Michaelidou, Siamagka, and Christodoulides, 2011; Siamagka et al., 2015) and Internet marketing (Shaltoni, 2017). Research conducted by (Salimon *et al.*, 2017) said that business innovation can improve business performance by adopting and using technology. Continuous changes in customer needs coupled with a competitive business environment require business organizations to be innovative. Research conducted by (Kokina and Blanchette, 2019) states that the adoption of corporate innovation by implementing RPA (systems within the organization) has an impact on various qualitative outcomes for organizations, such as employees being able to increase their understanding of the organization's business processes and develop job skills to a higher level. RPA also offers a file of opportunities for process owners to be more agile by relying on IT and implement changes more quickly in the company. Based on previous research, the research hypothesis becomes.

H7: Organizational Innovativeness positive effect on Intention to Use Information Systems.

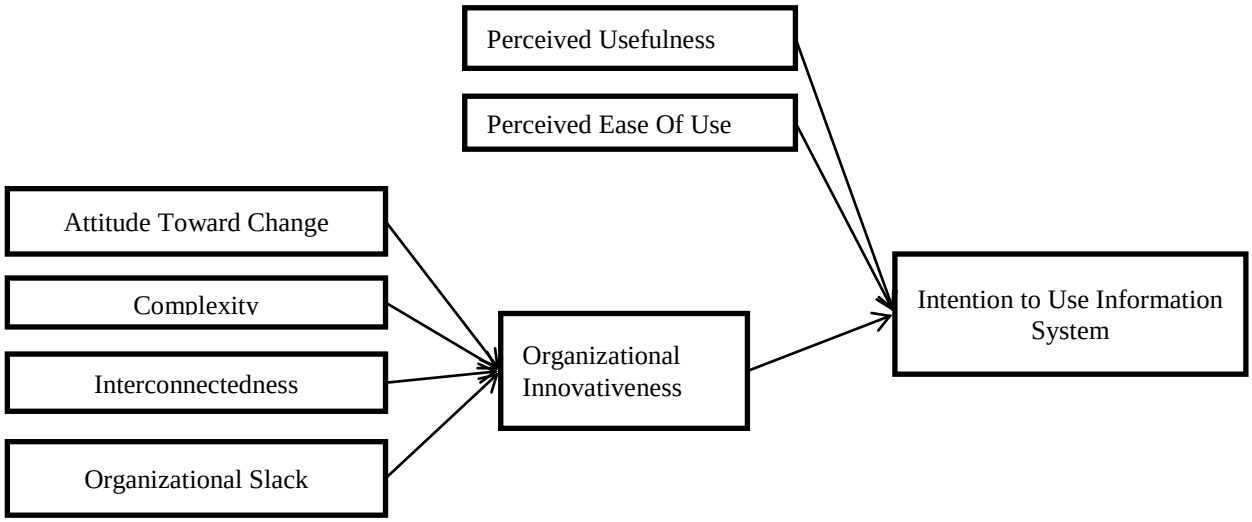

Figure 1 – Research Framework

METHODS OF RESEARCH

Research is conducted at LPDs in Denpasar City. The population in this study was Prajuru's LPD who used the information system. The questionnaire was distributed to thirty-four (34) LPD in Denpasar City with a total of one hundred and five (102) respondents. The selection of the research sample in this study used a purposive sampling technique, with the criteria of at least 1 year serving as an LPD officer and a minimum of 1 year using the LPD accounting information system (IBS LPD), the following sample was obtained. Finally, the

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sample in this study is ninty one (91) respondents. Data obtained using questionnaires. A 5-points scale is selected to measures instruments used in this research. The endogenous variables in this study are intention to use, perceived usefulness, perceived ease of use, and organizational innovativeness. The exogenous variables in this study are attitude toward change, complexity, interconnectedness, and organizational slack.

Hypothesis testing using PLS (Partial Least Square) is a structural analysis (SEM) based variance. The research uses a recursive structural model that is a one-way cause model and no reserve direction and no causal influence. So that problem un-identified or over-Domain keys identified also will not occur. Analysis using PLS carried out three testing stages, namely the outer model analysis, inner model analysis, and hypothesis testing.

RESULTS OF STUDY

Measurement Model Evaluation (Outer Model)

The outer model defines the influence between the latent variables with indicators the outer models define how each indicator relates to its latent variables. The outer model is assessed by testing three stages, namely convergent validity, linear validity, and composite reliability. The evaluation of the outer model is done using the PLS Algorithm calculation. Convergent validity with a reflective indicator can be seen from the correlation between the indicator score and the variable score. Individual indicators are considered reliable when they have a correlation value above 0.50. The correlation between dimensions and variables in this study can be seen in Table 1. Table 1 shows the entire value of the outer loading indicator has a value above 0.50. So it can be concluded that the results meet the requirements convergent validity.

Table 1 – Outer Model Evaluation Result

Construct	Items	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Perceived Usefulness	PU1 PU2 PU3 PU4 PU5 PU6	0.878 0.908 0.812 0.892 0.858 0.834	0.945	0.945	0.930
Perceived Ease Of Use	PEOU1 PEOU2 PEOU3 PEOU4 PEOU5 PEOU6	0.841 0.865 0.878 0.864 0.866 0.836	0.944	0.944	0.929
Attitude Toward Change	ATC1 ATC2 ATC3 ATC4 ATC5 ATC6 ATC7 ATC8 ATC9 ATC10 ATC11	0.767 0.778 0.802 0.825 0.841 0.758 0.811 0.801 0.629 0.783 0.857	0.949	0.949	0.941
Complexity	COMP1 COMP2 COMP3 COMP4	0.761 0.829 0.833 0.783	0.878	0.926	0.822
Interconnectedness	INTRC1 INTRC2 INTRC3 INTRC4 INTRC5 INTRC6	0.832 0.855 0.847 0.788 0.831 0.782	0.926	0.878	0.905
Organizational Slack	OS1 OS2 OS3	0.770 0.891 0.872	0.883	0.883	0.799
Organizational Innovativeness	OI1 OI2 OI3	0.779 0.845 0.796	0.838	0.848	0.752
Intention to Use System Information	MPSI1 MPS2 MPSI3 MPSI4	0.867 0.930 0.890 0.842	0.934	0.934	0.906

Source: Data Processed, 2020.

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Another method for judging the discriminant validity is by comparing the square root of the Average Variance Extracted (ÖAVE) to each variable with the correlation between variables with other variables in the model. The model has a sufficient validity linear if the AVE squared root for each variable is greater than the correlation between variables and other variables in the model. Testing linear validity can be viewed by assessing the validity of variables at the AVE value. The Model is said to be good if the AVE of each of the variable values is greater than 0.50. The output result in Table 1 indicates that the AVE value of the entire variable is greater than 0.50 so that the model can be said to be valid. The reliability test is done by two criteria, namely composite reliability and Cronbach's Alpha. Variable declared reliable if the composite reliability or Cronbach's alpha value above 0.70. Output in table 1 shows that composite reliability as well as Cronbach's alpha throughout the research variables are all above 0.70. Thus, it can be said that the whole variable is reliable.

Structural Model Evaluation (Inner Model)

Hypothesis testing can be seen from the T-statistical value and the probability value calculated using the bootstrapping calculation. The inner model evaluation result is shown in figure 2. Hypotheses are accepted when P-values are < 0.05.

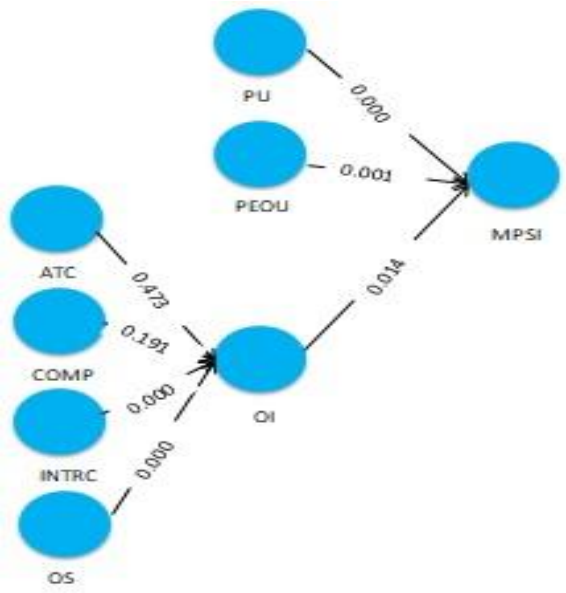

Figure 2 – Inner Model (Source: Data processed, 2020)

Table 2 – Path Coeficient

No	Relationship between variables	Path coefficient (Bootstrapping)	P-Value	Description
1	PU → MPSI	0.404	0.000	Significant
	PEOU → MPSI	0.374	0.001	Significant
	OI → MPSI	0.155	0.014	Significant
2	ATC → OI	0.009	0.473	Non Significant
	COMP → OI	-0.093	0.191	Non Significant
	INTRC → OI	0.358	0.000	Significant
	OS → OI	0.514	0.000	Significant

Source: Data processed, 2020.

The results of this research show that the perceived usefulness (PU), perceived ease of use (PEOU), and Organizational Innovativeness (OI) proved to be a positive and significant effect on the intention to use information system (MPSI). The attitude toward change (ATC) and complexity (COMP) proved to be negative and have no significant effect on the intention to use information system (MPSI). The interconnectedness (INTRC) and organizational slack (OS) proved to be positive and significant on the intention to use information system (MPSI).

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DISCUSSION OF RESULTS

The perceived usefulness (PU) on Table 2 proved to be positive and significant in the intention to use information system (MPSI). This means that the first hypothesis (H_1) is accepted. The results showed that users felt that their performance would improve by using information systems, users also felt that it was easier to do work using information systems, and felt that they were more effective in doing work using information systems. This explains that users feel that the system is very useful in helping work so that user intention to use information systems increases. The result of this study is in line with the research of (Davis, 1989; Chau, 1996; Mălăescu and Sutton, 2015; Aditya and Wardhana, 2016; Chan *et al.*, 2016; Sayekti and Putarta, 2016; Chi, 2018; Al-Rahmi *et al.*, 2019), who found empirical evidence that perceived usefulness would significantly affect the intention to use information system.

Perceived ease of use (PEOU) on Table 2 proved to be positive and significant in the intention to use information system (MPSI). This means that the second hypothesis (H_2) is accepted. The results showed that interacting with information systems was very clear and easy to understand. This explains that users find it easy to become skilled by using systems and information systems are very clear and easy to understand, thereby increasing user intention to use information systems. The result of this study is in line with the research of (Davis, 1989; Chau, 1996; Aditya and Wardhana, 2016; Kim, Kotb and Eldaly, 2016; Sayekti and Putarta, 2016; Zaidi, Henderson and Gupta, 2017; Al-Rahmi *et al.*, 2019; Izzati, Muntiah and Hidayah, 2020; Liu and Liu, 2020).

Attitude toward change (ATC) on Table 2 has positive and no significant effect on organizational innovativeness (OI). This means that the third hypothesis (H_3) is rejected, this means that attitude toward change does have an impact on organizational innovativeness but it cannot be proven. The results of the study show that The low answers to respondents' statements often propose new approaches to innovation and intend to do whatever is possible to support innovation, and tend to try new ideas. This is based on the age of the research respondents who are more than 45 years old so that the respondent's attitude towards changes in innovation decreases. The result of this study is in line with the research of (Chiu and Churchill, 2016; Watty, McKay and Ngo, 2016).

Complexity (COMP) on Table 2 has negative and no significant effect on organizational innovativeness (OI). This means that the fourth hypothesis (H_4) is rejected, this means that the lower the complexity, the higher the organizational innovation. The results showed that there were low answers to studies where respondents needed special skills in completing work. This means that in organizational innovation the respondent does not need special expertise or specialization in completing work that helps innovation in the organization. The LPD is a traditional institution, so there are still low resources in the organization. So from this specialization is not needed in organizational innovation. The result of this study is in line with the research of (Azmi *et al.*, 2016; Shaltoni, 2017; AL-Shboul, 2019).

Interconnectedness (INTRC) on Table 2 has a positive and significant effect on organizational innovativeness (OI). This means that the fifth hypothesis (H_5) is accepted. The results showed that the internet network, thus enabling organizational innovation that can help in completing work. This means that the existence of interconnectedness in a network (such as connected computers) can allow for organizational innovation that can help to get work done. The result of this study is in line with the research of (Watson *et al.*, 2016; Appelbaum *et al.*, 2017; Pradani, Sujana and Purnamawati, 2017; Ratnasih, Sujana and Sinarwati, 2017; Utari, Sulindawati and Julianto, 2017; Wetering, Mikalef and Helms, 2017).

Organizational slack (OS) on Table 2 has a positive and significant effect on organizational innovativeness (OI). This means that the sixth hypothesis (H_6) is accepted. The results showed that it was easy for LPDs to prepare both software and hardware facilities as preparation for a new information technology system. This means that the LPD has unemployed resources such as unemployed employees and unemployed funds to train employees and prepare facilities in preparation for a new information technology system. The result of this study is in line with the research of (Damanpour, 1987; George, 2005; Wang *et*

al., 2016; Wiersma, 2017; Nohria and Gulati, 2018; Meyer and Leitner, 2019; Jongsik, 2020).

Organizational innovativeness (OI) on Table 2 proved to be positive and significant in the intention to use information system (MPSI). This means that the seventh hypothesis (H_7) is accepted. The results showed that the LPD where the respondents worked constantly improved their business processes so that the LPD where the respondent worked could benefit from the job using the information system and the LPD where the respondents worked would use the information system continuously. This means that, over the past five years, the LPD has developed many innovations (such as organizational information systems) that can help get work done and can constantly improve business processes. The result of this study is in line with the research of (Michaelidou, Siamagka and Christodoulides, 2011; Shoham *et al.*, 2012; Siamagka *et al.*, 2015; Kokina and Blanchette, 2019; Lin, Luo and Luo, 2019; Jongsik, 2020).

CONCLUSION

Based on the research results obtained through statistical testing and discussion, it can be concluded that: Perceived usefulness has a positive and significant effect on the intention to use information systems. Perceived ease of use has a positive and significant effect on the intention to use information systems. Attitude toward change has a positive but not significant effect on organizational innovativeness. Complexity has a negative and no significant effect on organizational innovativeness. Interconnectedness has a positive and significant effect on organizational innovativeness. Organizational slack has a positive and significant effect on organizational innovativeness. Organizational innovativeness has a positive and significant effect on the intention to use information systems. Based on the results of the research obtained, the suggestions that can be given to LPDs are based on the results of the respondents' score assessments obtained, the smallest value is obtained by the statement that "I often propose new approaches to innovation" (on the variable attitude toward change). This means that respondents are not very accepting of changes. Therefore, the researcher suggests that LPDs throughout Denpasar should pay more attention to innovation (such as information systems) so that they can be well received by LPDs throughout Denpasar. For future researchers, if further research wants to make generalizations, it is advisable to use traditional institutions in other places, such as LPDs in districts or to use other institutions as a comparison. In this study, the variables that affect organizational innovativeness are only 52.3%, and the variables that affect the intention to use information systems are only 67.2%. Further research is suggested to use other construct variables such as size, formalization, and openness systems in the construct. the diffusion theory of innovation.

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