

Enhancing Organic Continuance Intentions of Organic Coconut Sugar Technology

Publons ID	(not set)
Wos ID	WOS:000709740600018
Doi	10.47750/QAS/22.184.18
Title	Enhancing Organic Continuance Intentions of Organic Coconut Sugar Technology
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Publish Date	OCT 2021
Journal Name	QUALITY-ACCESS TO SUCCESS
Citation	
Abstract	<p>Indonesia is the largest producer of coconut sugar in the world. However, the welfare of coconut sugar farmers in Indonesia is still low. One of the causes of the low welfare of coconut sugar farmers in Indonesia is because they are not able to meet the organic requirements of the export market. The low ability to meet organic requirements for coconut sugar is due to the low number of farmers who are adopting organic coconut sugar technology. The purpose of this study was to investigate the factors that influence the intention to continue adopting organic coconut sugar technology. This research was conducted in Purbalingga, Indonesia with 104 samples of organic coconut sugar farmers. Data were collected using a questionnaire with measurements using a 5 Likert Scale. Structural Equation Modeling with Partial Least Square (PLS) was used to test the causal relationship between constructs. The results of the study prove that organic perceived usefulness (OPU) has a positive effect on organic technology user satisfaction (OTUS) and on organic continuance intention (OCI), organic of perceived ease of use (OPEU) does not have a positive effect on organic technology user satisfaction (OTUS) but has positive effect on organic continuity intention (OCI), organic perceived risk (OPR) has a negative effect on organic technology user satisfaction (OTUS) and on organic continuity intention (OCI), while organic technology user satisfaction (OTUS) has a positive effect on organic continuance intention (OCI). The managerial implication to encourage the adoption of organic coconut sugar is to always socialize the advantages of organic coconut sugar and continue to provide counseling about organic coconut sugar technology and how to reduce risks in organic coconut sugar business to the farmers of coconut sugar.</p>
Publish Type	Journal
Publish Year	2021
Page Begin	138
Page End	147
Issn	1582-2559
Eissn	2668-4861
Url	https://www.webofscience.com/wos/woscc/full-record/WOS:000709740600018
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