

WHEN TAM IS UNABLE TO BUILD SMEs' PASSION TO RISE DURING THE COVID PANDEMIC

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Abstract:

Purpose: Measuring the ability of the Technology Acceptance Model (TAM) variable, perceived ease of use (PEOU), and perceived usefulness (P.U.) of digital media to stimulate the passion (P) of SMEs through creating Satisfaction in utilizing digital technology. This type of research is quantitative, using a pre-existing measurement scale related to P.U., PEOU, Satisfaction (S), and passion (P). Involving a sample of SMEs during the COVID-19 pandemic, using the PLS-SEM model as an analysis tool. The results of this study indicate that two elements of TAM, namely P.U. and PEOU, cannot significantly stimulate SMEs' passion. TAM's success in stimulating passion is determined by its ability to create Satisfaction using digital media. Satisfaction has played a significant role as a complete mediation on the influence of P.U. and PEOU on SMEs' passion for using digital media. SMEs' passion for using digital media is primarily determined by the evidence or tangible results that satisfy them. If digital technology has not been proven to provide Satisfaction, it is difficult for SMEs to accept digital media to market their products. This research offers new insights, filling gaps in studies measuring TAM's ability to create passion. Previously, it has yet to be adequately explored.

Keywords: Passion, usefulness, Ease of Use, TAM, Covid-19



INTRODUCTION

The Covid pandemic has wreaked havoc on the world's economic life (Kaindob, 2020; Brooks, 2020; Elyassi, 2021; Liu et al., 2022), increasing risks to the economy and business operations (OECD, 2020; Pardhan & Drydak, 2021), impacting directly on SMEs business performance in various countries such as in Europe (Juergensen et al., 2020), China (Liu et al., 2022), Saudi Arabia (Adam & Alarifi, 2021), Oman (Alraja et al., 2022), Thailand (Sastararuji et al., 2022) and all SMEs in the world, including Indonesia (Sriyono & Proyogi, 2021). Covid has made SMEs the most suffering business actors (Etemad, 2020).

A study results by The Institute for Economic and Social Research (LPEM-FEB UI) and the United Nations Development Program (UN-DP-Indonesia) in 2020 showed that "nine out of ten MSMEs in Indonesia face a decline in product demand during the pandemic. Most MSMEs have difficulty distributing their products due to the pandemic. However, around 44% of MSMEs have joined the online marketplace during the pandemic, a significant increase of 28% compared to before the pandemic hit."

Bali is a part of Indonesia experiencing the most severe conditions compared to other regions in Indonesia. Bali tourism lockdown has prevented SMEs in the handicraft sector from getting sales. A survey results by Kusuma et al. (2022) found two critical problems based on the statements of the MSMEs: "financial and marketing capital. Almost all reports show that SMEs experience a terrible

impact on financial performance (LPEM-FEB et al., 2020) and various countries such as Germany (Wendt et al., 2021), Spain (Pedauga & Delgado-Márquez, 2022), China (Song et al., 2020). The decline in SME marketing performance due to decreased sales is almost the same as in other regions in Indonesia (Sriyono & Proyogi, 2021) and other countries such as the USA (Caiazza et al., 2021).

Balinese government adopted both main issues; finance and marketing are the main factors in strengthening SMEs, namely (a) financing policies, following other countries' practices such as in Spain (Corredera-Catalán et al., 2021), in China (Liu et al., 2022) and (b) assisting marketing access by involving digital technology mimicking the development of SMEs in other countries, such as China (Guo et al., 2020), Oman (Alraja et al., 2022), Italy (Bettiol et al., 2021; Corvello et al., 2022). Covid has changed how companies manage relationships and communicate with customers (Mangiò et al., 2021); adopting technology can increase SMEs' productivity (Hwang et al., 2022). Therefore, the Balinese government cooperates with private websites to market SME products and conduct exhibitions digitally."

The evaluation of these two policies shows nonoptimal results. The main problem that hinders financial and marketing policies, it turns out, is the low competence of SME human resources, especially in utilizing digital media (Kusuma et al., 2022). Their way of thinking is still conventional and powerful in direct contact culture, and they have not been able to adopt new habits that lead to indirect contact habits. The low adaptation to new habits impacts SMEs' passion for adopting digital technology. This atmosphere shows that COVID-19 has accelerated the occurrence of a digital society so that the future happens earlier.

Demographic character is a significant concern that leads to the lack of SME competence (Kusuma et al., 2022). Although the average education is college-educated, higher education levels are usually more receptive to technology and innovation (Ferrerias-Garcia et al., 2021). However, most SME managers in Bali are over 50 years old. Age was found to influence the willingness to adopt an innovation firmly. The younger group shows more strategic innovation than the older group (ElKhouly & Marwan, 2015). This supports the study's results; demographic characteristics significantly impact the technology's perceived ease of use (Sipior et al., 2011).

Although SMEs have limited competence in using digital technology, the COVID situation has forced SMEs to realize that the benefits and ease of using digital media have aroused their feelings so that they are interested in using digital media (Kusuma et al., 2022). However, this interest could be more substantial because a passion for utilizing digital media does not support it. The study results show that the perceived ease of using digital media cannot build passion. SMEs become passionate if digital media provides benefits (Perceived Usefulness) through tangible results (Kusuma et al., 2022). The main framework of TAM in Kusuma et al. (2022) still needs to be stronger, which is indicated by the fact that TAM elements still need to build passion fully.

This study includes Satisfaction as a TAM mediation on passion, as studies have supported that Satisfaction builds passion (Formosa et al., 2022). Mediation of Satisfaction on TAM's effect on building passion has never been analyzed in previous studies.

Previous research has investigated the direct influence of passion on Satisfaction (Bélanger & Ratelle, 2021; Teixeira et al., 2021; Peixoto et al., 2021; Busby et al., 2020; Pathak & Srivastava, 2020; Philippe et al., 2012). al., 2019; Vallerand et al., 2010; Spehar et al., 2016). There is minimal research that investigates the Satisfaction of psychological needs on the formation of passion, as studied by Formosa et al. (2022) on games, Lalande et al. (2017) who investigated the role of need Satisfaction as a

determinant of passion, especially in individuals who play music, basketball, work, and self-writing activities. This means that there is minimal research that proves Satisfaction has an impact on passion in the SME context.

This study provides new insights to predict the impact of Satisfaction in using digital media on forming passion using digital media in SMEs. The Covid situation has caused SMEs to become frustrated due to the decline in tourist visits, which has led to the loss of direct contact. They need technology and media to connect with customers without direct contact.

The research gaps and the gaps in business phenomena experienced by MSMEs outlined above can be formulated as research problems: Does the perceived ease of using digital media and perceived usefulness influence SMEs' passion for using digital media? Is the desire to be satisfied a solution to mediate TAM to build passion?

Technology Acceptance Model and Passion. Two essential elements of the Technology Acceptance Model (TAM) are related to individual interest in using new technology, namely ease of operation and awareness of the usefulness of technology. This theory, introduced by Davis in 1989, predicts attitudes and behavioral interest toward technology (Han & Sa, 2021). Various theoretical models draw on the Ajzen and Fishbein model of Theory of Reasoned Action (TRA) to predict behavioral interest in using technology. However, the subsequent development of TAM became valuable (Horton et al., 2001), providing theoretical explanations related to attitude formation, behavioral interest (Liu & Huang, 2015), and empirical solid support in predicting technology acceptance and adoption (Alfadda & Mahdi, 2021). TAM has developed into a critical model for understanding predictors of human behavior toward the potential acceptance or rejection of technology (Marangunić & Granić, 2015).

The predicting power of TAM is further extended in various empirical studies that are most often carried out, such as perceived enjoyment, subjective norms, self-efficacy, perceived critical mass, perceived connectedness, perceived security, and perceived trust are the most frequent factors that are significantly related to the development of TAM (Al-Qaysi et al., 2020).

In the latest study, two TAM elements, perceived usefulness and perceived ease of use of technology, are also used to predict passion; both elements of TAM can explain theoretically and empirically support the formation of passion for using digital media technology in the context of SMEs (Kusuma et al., 2022). H_1 = Perceived usefulness of technology positively influences passion for using digital media. H_2 = Perceived Ease of Use positively influences passion for using digital media.

SMEs' passion for digital media. Passion is the domain of psychology discussion. Therefore, it has become the center of psychology study, for example, in studies (Gray, 1998; Carpentier et al., 2012; Carbonneau & Vallerand, 2013; Ratelle et al., 2013; Leonhardt et al., 2020). The subsequent development of passion began to be adopted to explain consumer behavior (Gilal et al., 2020; Nguyen & Grohmann, 2020; Sengupta & De, 2011). Previously it was more widely adopted in entrepreneurship (Li et al., 2022; Kosa & Mohammed, 2017; Ma et al., 2017) and human resources such as work passion (Astakhova, 2015; Burke et al., 2015; Burke et al., 2018; Coetzee & Bester, 2019; Pathak & Srivastava, 2020; Mustafa et al., 2020; Smith et al., 2022; Breu & Yasseri, 2022).

The attractiveness of passion is starting to increase, indicated by the need to predict the effect of technology use (TAM) to shape SMEs' passion who are not enthusiastic when the economy is impacted by COVID-19 (Kusuma et al., 2022). In 2011, the concept of passion began to be used to predict intention and proved capable of building behavioral intention, thus showing a different perspective from the

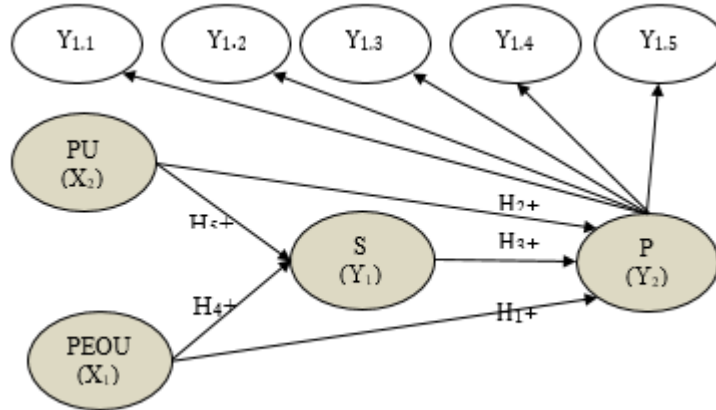
Theory of Planned Behavior (TPB) (Back et al., 2011; Lee et al., 2014; Faheem et al., 2018; Eugene et al., 2019; Yang-Chun et al., 2020; Pathak & Srivastava, 2020; Mukherjee, 2020; Temoor et al., 2021; Bignetti et al., 2021; Kusuma et al., 2022).

The definition of passion expressed by Vallerand et al. (2003:757), which is most popularly adopted in various studies of social science and management, states that passion is a strong tendency of individuals towards a preferred activity, which they consider essential. They are willing to invest time and energy for that purpose. The definition of passion provides guidelines for establishing the meaning of SMEs' passion for digital media as a strong tendency of SMEs towards digital media and activities to use them as essential and willing to voluntarily spend their time and energy using and studying digital media (Kusuma et al., 2022).

The Dualistic Model of Passion (Vallerand et al., 2003; Vallerand 2008, 2010) shows two tendencies of passion, namely, harmonious or obsessive. Harmonious passion results from the pleasure and Satisfaction of the activity concerned (Vallerand & Ratelle, 2002; Vallerand, 2008, 2010). The results of the study by Przybylski et al. (2009), Verner-Filion & Vallerand (2018), and István et al. (2019) have reported that Satisfaction is positively related to passion. Essential psychological needs satisfaction can form passion (Orsini et al., 2019); the need satisfaction that occurs when carrying out activities positively impacts passion (Lalande et al., 2017). Based on the concept of passion has provided a direction that Satisfaction with technology can build SMEs' passion for using digital technology. The hypothesis can be formulated as follows: $H_3 =$ Satisfaction positively influences passion to use technology.

Perceived Usefulness and Satisfaction. Perceived usefulness is "The degree to which a person believes that using a particular system would enhance his or her job" (David, 1989). Although it was found that Perceived Usefulness (P.U.) was found to have no significant effect on Satisfaction (Rughoobur-Seetah & Hosanoo, 2021), most of the research proved that Perceived Usefulness (P.U.) was able to create Satisfaction (Lu et al., 2022; Cao et al., 2022). ; Han & Sa, 2021; Jiang et al., 2021; Chang & Chen, 2020; Chen et al., 2016; Joo et al., 2014; Hsu et al., 2013). Based on the findings of the empirical study of the influence of P.U. on Satisfaction, the following hypothesis can be formulated: $H_4 =$ Perceived Usefulness has a positive influence on Satisfaction.

Perceived Ease of Use and Satisfaction. The behavior of people who will adopt a technology is primarily determined by their perception of the ease of using it. Perceived Ease of Use is the degree to which a person believes using a particular system would be free of effort (David, 1989). Using technology easily and uncomplicatedly will lead to Satisfaction in using the technology in question. Empirically, Perceived Ease of Use has been proven to be significantly able to create direct Satisfaction with technology (Lu et al., 2022; Usman et al., 2022; Cao et al., 2022; Han & Sa, 2021; Jiang et al., 2021; Joo et al., 2014; Hsu et al., 2013). Based on empirical study results of the influence of Perceived Ease of Use on Satisfaction, the following hypothesis can be formulated: $H_5 =$ Perceived Ease of Use positively influences Satisfaction.



Note: PEOU= Perceived Ease of Use; PU= Perceived Usefulness; S=Satisfaction; P= Passion; Y1.1= Spirit; Y1.2= Intrinsic motivation; Y1.3= Identified motivation; Y1.4= Introjected motivation; Y1.5= External motivation

Figure 1. Research Model

METHODS

Variables and Measures. There are five latent variables involved in this study model, namely Perceived Usefulness (P.U.), the indicators were adapted from Palazuelos et al. (2019), the Perceived Ease of Use (PEOU) indicators were adapted from Caniëls et al. (2014), Passion indicators were adapted from Gilal et al. (2020), and satisfaction indicators were adapted from Alonso-Dos-Santos et al. (2017). All indicators of each latent variable have been tested empirically and used in previous empirical studies, as shown in Table 1. All items as research instruments use a five (5) point Likert scale ranging from "strongly disagree (1)" to "strongly agree (5)."

Construct validity and reliability. Validity and reliability tests were carried out by involving 30 respondents. The results of this test are by the criteria, with significant correlation and Cronbach Alpha > 0.70 for each dimension and construct (Malhotra, 2007). The indicators are valid as each has a positive and significant bivariate correlation with the total indicator score (see Table 1).

Table 1. Validity and Reliability Test Results

No	Variable	Reference	Dimension	Indicator Identification	Significant Correlation	Cronbach Alpha
1	Perceived Ease of Use of Digital Media (X1)	Caniëls et al. (2014)	-	Find it easy to use digital media (X1.1)	0,578	0,731
				Feel confident in using digital media (X1.2)	0,578	
2	Perceived Usefulness of Digital	Palazuelos et al. (2019)	-	Experience the usefulness of digital media (X2.1):	0,980	0,963
				Find digital media has practical advantage (X2.2)	0,909	

	Media (X2)			Find digital media has value (X2.3)	0,919	
				Find digital media has significance (X2.4)	0,930	
3	User Satisfaction (Y1)	Alonso-Dos-Santos <i>et al.</i> (2017)	-	Satisfied with the decision to use digital media (Y1.1)	0,809	0,937
				Experience success (Y1.2):	0,899	
				Believe in having made the right decision (Y1.3)	0,902	
			Spirit (Y2.1)	Feeling passionate about respecting customers when using digital media (Y2.1.1)	0,953	
				Feeling that digital media is compatible with other businesses (Y2.1.2)	0,805	
				Feel like having an unforgettable experience (Y2.1.3)	0,848	
				Feeling appreciative of product quality (Y2.1.4)	0,729	
	SMEs Passion to use digital media (Passion) (Y2):	Gilal <i>et al.</i> (2020)		Believing to get a new helpful experience (Y2.1.5)	0,900	
4			Intrinsic motivation (Y2.2)	Feel to have made the product look attractive (Y2.2.1)	0,714	0,977
				Experience pleasant feeling (Y2.2.2)	0,828	
				Enjoy when marketing my products through digital media (Y2.2.3)	0,845	
			Identified motivation (Y2.3)	Enjoy marketing products through digital media (Y2.3.1)	0,883	
				Getting new experiences when using digital media (Y2.3.2)	0,852	
				Feeling helped by digital media to market products (Y2.3.3)	0,808	

Introjected motivation (Y2.4)	Feeling embarrassed to customers if they have not used digital media to market products (Y2.4.1)	0,852
	Feeling ashamed for not using digital media for product marketing in this global era (Y2.4.2)	0,755
	Feel free from embarrassment when using digital media to market products (Y2.4.3)	0,901
External Motivation (Y2.5)	Experiencing improved capability in marketing products when using digital media (Y2.5.1)	0,848
	There are demands from customers or potential customers to take advantage of digital media (Y2.5.2)	0,840
	Feel comfortable to have used digital media to introduce products (Y2.5.3)	0,937

Note: ** p is significant at 0.01. level

Sampling. The population of this research is SMEs in the Guwang Sukawati Art Market, Gianyar Bali, Indonesia. The sample selection method uses the saturated sample method. As many as 84 SMEs are engaged in the handicraft product business. All SMEs were included as a sample. Table 2 shows the characteristics of the respondents who were selected as a sample.

Table 2. Respondents Characteristics

No	Characteristics	Amount	Percentage (%)
1.	Gender:		
	Male	12	14,3
	Female	72	85,7
2.	Age:		
	17 - 23 years	6	7,1
	24 - 30 years	15	17,9
	> 30 years	63	75,5
3.	Education:		
	Junior high school	25	29,8
	Senior High School	42	50,0

	Diploma	14	16,7
	Bachelor degree	3	3,6
4.	Merchant Status:		
	Have a job other than a merchant	5	6,0
	Only work as a merchant	79	94,0
	Total	84	100

Respondents' characteristics are shown in Table 2. The background SME managers previously worked as craftsmen of wooden sculptures in Guwang Village, Gianyar, Bali, Indonesia. When there was a policy of caring for the environment where the consumption of wood used as raw material was increasingly limited and the awareness of the artisans to the preservation of nature increased, the artisans finally switched professions to become merchants of handicraft products in an art market. In current development, 94% only have a side job depending on their fate as handicraft merchants for domestic and international tourists. Most products come from other regions or villages as a supply chain.

In 2020, the COVID-19 pandemic occurred, causing 0% of tourist visits to the art market. SMEs are frustrated as it has been almost three years, and there has been no revenue. However, they must stay afloat and have passion for their business continuity. A picture of the atmosphere of the art market and the products sold are displayed in Appendix 1.

Data Analysis. This study uses a minimum loading factor value of 0.70, according to Hair et al. (2006). Loading factors have an average value above 0.80, exceeding the criteria by Hair et al. (2006). All loading factor values are declared significant with the T-test statistic greater than 1.96 and *p*-value smaller than 0.05; this means that all indicators meet the requirements of convergent validity. Table 3 shows the results of the discriminant validity examination. The value of Average Variance Extracted (AVE) > 0.50 meets the requirements of discriminant validity (Fornell & Larcker, 1981).

Table 3. Discriminant Validity Test

Variable	AVE	√AVE	X ₁	Y ₂	X ₂	Y ₁
Passion (Y ₂)	0,624	0,789	0,789	0,691	0,679	0,740
Perceived Usefulness (X ₂)	0,743	0,862	0,691	0,862	0,704	0,759
Perceived Ease of Use (X ₁)	0,809	0,899	0,679	0,704	0,899	0,728
Satisfaction (Y ₁)	0,800	0,894	0,740	0,759	0,728	0,894

Table 4 shows that the composite reliability values of all variables are above 0.70. Therefore, it meets Nunnally's (1978) criteria.

Table 4. AVE, Composite Reliability, R-Square

Variable	Composite Reliability (>0.70)	Cronbach Alpha	R-Square Results	
			R-Square	Criteria*
Passion (Y ₂)	0,889	0,850	0,608	Kuat

Perceived Usefulness (X ₂)	0,921	0,885	-	-
Perceived Ease of Use (X ₁)	0,894	0,766	-	-
Satisfaction (Y ₁)	0,923	0,875	0,650	Kuat

Note: *=Chin (1998) criteria; Hair et al., (2011); Henseler et al., (2009)

The value of R-Square (R²) is more significant than 0.50. This means the model is considered substantial (Chin, 1998; Hair et al., 2011; Henseler et al., 2009). Table 4 shows that all endogenous variables (passion and Satisfaction) have vital accuracy that exogenous variables can explain. The predictive ability of P.U. and PEOU is strong enough to form Satisfaction. Likewise, the ability of Satisfaction is stated to be strong enough to form passion.

Table 5. Inner Model Evaluation Results

Structural Model	Endogenous Variables	R-square
1	Satisfaction (Y1)	0,608
2	Passion for using digital media (Y2)	0,650
Calculation : Q ² = (1-[(1-R12) (1-R22)])		
Q ² = (1-[(1-0.608) (1-0.650)]) = 0.8628 = 86%		

The results of the Q-Square predictive relevance (Q²) (Table 5) show that the model formulation gives a perfect meaning; the model can explain 86% variation in endogenous variables, and only 14% is explained by other factors not identified in this study, including standard error.

RESULT AND DISCUSSION

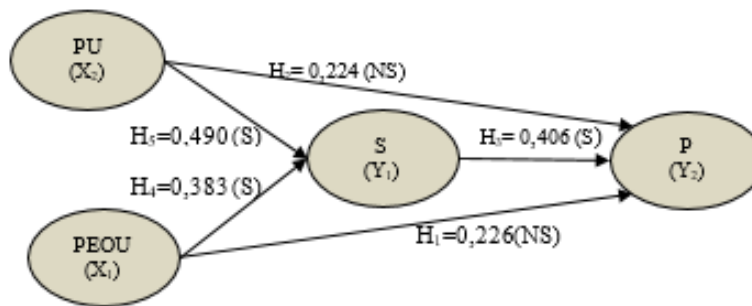
Hypothesis testing. Table 6 shows that there are two insignificant hypotheses, namely, H1 on the influence of perceived ease of using digital media on SMEs' passion for using digital media (Beta = 0.226; p-value = 0.102 > 0.05) and H2 on the influence of perceived usefulness of digital media on SMEs' passion for using digital media (Beta=0,224; p value=0,169 > 0,05). This means that the perceived usefulness of digital media has no impact on the desire to use digital media.

Table 6. Direct Effect Test

Relationship between Variables	Path Coefficient	T-Statistics	P Value	Hypothesis	Remarks
Perceived Ease of Use (X ₁) → Passion (Y ₂)	0,226	1,640	0,102	H ₁	Rejected
Perceived Usefulness (X ₂) → Passion (Y ₂)	0,224	1,378	0,169	H ₂	Rejected
Satisfaction (Y ₁) → Passion (Y ₂)	0,406	2,869	0,004	H ₃	Accepted
Perceived Ease of Use (X ₁) → Satisfaction (Y ₁)	0,383	3,233	0,001	H ₄	Accepted

Perceived Usefulness (X_2) → Satisfaction (Y_1)	0,490	3,880	0,000	H_5	Accepted
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H3 on the influence of SMEs' Satisfaction in using digital media on SMEs' passion for using digital media is proven significant (Beta = 0.406; p -value = 0.004 < 0.05). Hypothesis H4 on the influence of the ease of using digital media on SMEs' Satisfaction with digital media is proven to be significant (B = 0.383; p -value = 0.001 < 0.05). Finally, H5 on the influence of the perceived usefulness of digital media on SMEs' Satisfaction with using digital media is proven to be significant (Beta = 0.490; p values = 0.000 < 0.05).



Description: PEOU=Perceived Ease of Use; PU=Perceived Usefulness; S=Satisfaction using digital media; P=Passion for using digital media ; NS=No Significant; S=Significant

Figure 2. Path Diagram

Mediation Role Analysis. Hair et al. (2010) provide a formulation of mediating variables as follows: (a) the direct effect of the independent variable on the dependent variable in the model by involving the mediating variable, (b) the direct effect of the independent variable on the dependent variable in the model without involving the mediating variable, (c) the influence of the independent variable on the mediating variable, (d) the effect of the mediating variable on the dependent variable, if it is not significant then the mediating variable does not have a mediating role. Referring to the formulation of Hair et al. (2010), Table 7 shows that SMEs' Satisfaction with digital media has been shown to mediate the influence of P.U. and PEOU on passion significantly.

Table 7. Mediation Examination Results

Satisfaction Variable Mediation (Y_1)	Effect Coefficient				Remarks
	A	B	C	D	
Perceived Ease of Use (X_1) → Passion (Y_2)	0,226 (No Sig.)	0,428 (Sig.)	0,490 (Sig.)	0,406 (Sig.)	Full Mediation
Perceived Usefulness (X_2) → Passion (Y_2)	0,224 (No Sig.)	0,380 (Sig.)	0,383 (Sig.)	0,406 (Sig.)	Full Mediation

Note: Significance (Sig) = T statistic > 1.96 at α = 5%

Table 8 shows that the direct effects of Perceived Usefulness and Perceived Ease of Use on Satisfaction are significant, and passion is insignificant. This explanation suggests Satisfaction has a full mediating role.

Table 8. Direct, Indirect, and Total Effects

Variable	Direct Effect	Indirect Effect	Total Effect
Perceived Ease of Use (X_1) → Satisfaction (Y_1)	0,383 ^S	-	0,383
Perceived Ease of Use (X_1) → Passion (Y_2)	0,226 ^{NS}	0,155 ^S	0,381
Perceived Usefulness (X_2) → Satisfaction (Y_1)	0,490 ^S	-	0,490
Perceived Usefulness (X_2) → Passion (Y_2)	0,224 ^{NS}	0,199 ^S	0,423
Satisfaction (Y_1) → Passion (Y_2)	0,406 ^S	-	0,406

Description: S (Significant), N.S. (No Significant)

The direct effects of two TAM variables, Perceived Ease of Use and Perceived Usefulness, show that they do not significantly affect passion. Significantly, Perceived Ease of Use and Perceived Usefulness can only create passion if they have provided evidence in the form of Satisfaction after using digital media. The Satisfaction of SMEs explains this condition after using digital media, which can act as a complete mediation on the influence of perceived ease of use and usefulness on SMEs' passion.

The results of this study confirm previous studies' results, which show that P.U. is more sensitive and has the opportunity to form Satisfaction, which is indicated by the direct influence of P.U., which is more significant on Satisfaction than Perceived Ease of Use (Han & Sa, 2021; Holden et al., 2016; Do et al., 2016). al., 2022). Compared to large companies in the reasons for technology adoption, SMEs prioritize P.U. over PEOU (Lee et al., 2015).

SMEs' behavior in adopting digital technology to market their products is identical to that of video game players who are passionate about doing it again when satisfied with their needs. According to the research findings of Formosa et al. (2022), video game players' behavior becomes more passionate when they feel satisfied in fulfilling their desires. In the context of SMEs, there is a solid passion for re-using digital technology after feeling Satisfaction from the convenience and impact of the results in the form of usefulness. The background of the SME problem due to Covid 19, which has caused the 2020-2022 revenue to drop, encourages the need to get results so that usefulness (P.U.) is more important than ease of use (PEOU).

No matter how small the perceived value of using digital technology is, it shows that SMEs find a satisfying bright spot as a way out of the threat of bankruptcy to build a strong passion for using technology for business sustainability during the economic recession impacted by COVID-19. According to Gossen's marginal utility theory in 1854, pleasure first reaches the highest Satisfaction.

SMEs need to gain more competence in digital technology. They rarely adopt technology because they are lulled by prosperity due to good market attractiveness before COVID-19. It is formed from a high content culture shown by direct contact transactions with tourists as customers. COVID has changed everything; no tourists are coming, and SMEs must be able to adopt digital technology quickly.

The demographic profile of SMEs depicts unfavorable opportunities for technology adoption, such as education level, Gender, and age. The level of education dramatically influences the intention or behavior of technology adoption (Rahman, 2015; Luh et al., 2014; Devi Juwaheer et al., 2012; Blut &

Wang, 2020) because mastering more knowledge will make it easier to understand the usefulness of technology (Jnr. & Petersen, 2022). Individuals with a greater mastery of knowledge will find it easier to understand the usefulness and ease of using technology to accelerate Satisfaction with technology (Usman et al., 2022). The UKM profile in this study, on average, has the highest level of education in high school, so they are slower to accept technology.

On average, SME managers are women. Gender is a driving factor for technology adoption (Leon, 2018). Gender can affect technology acceptance (Rahman, 2015; Cropley & Cropley, 2017; Fernández, 2015; Wajdi et al., 2020; Craig Van Slyke, 2010); female SMEs are less likely to adopt technology than their male counterparts (Bendell et al., 2020).

The average age of SME managers in this study is above 40 years, indicating that age characteristics are unfavorable for technology acceptance. The age level that tends to be easy to accept technology is under 40 years (Naicker & Van Der Merwe, 2018). The older the age, the less intention to use technology (Blut & Wang, 2020).

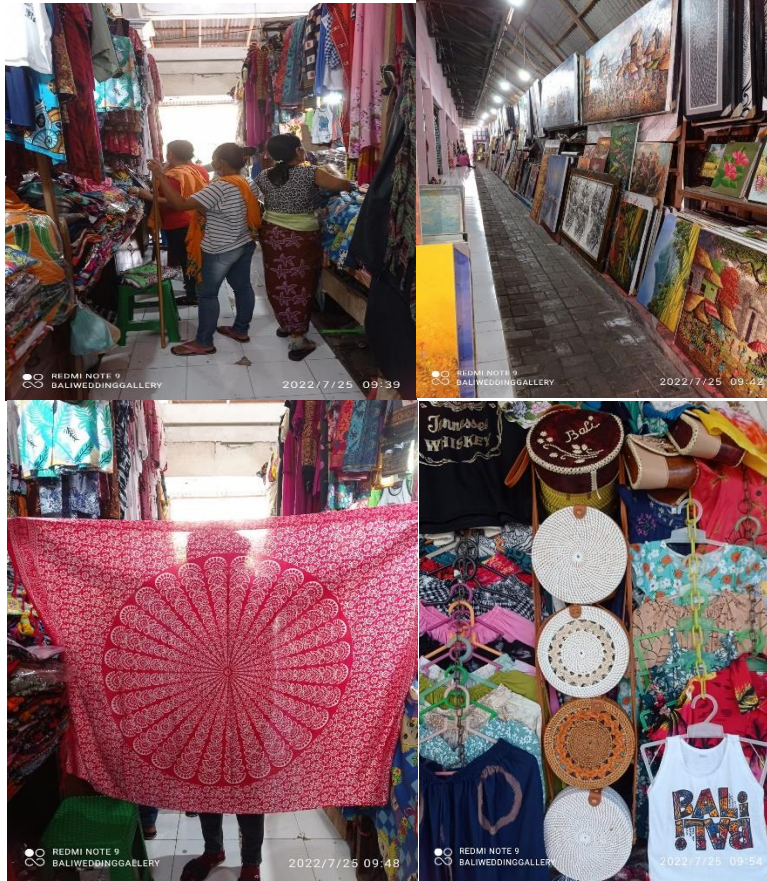
SMEs are easily frustrated when the digital technology on which they rely is found not to produce value, and at the same time, they need help to market their products. The satisfaction description described through the indicator shows that SME managers feel that they need to make the right decision, are not satisfied with the decision to use digital media and feel unsuccessful. On the other hand, when digital technology has the slightest impact on its value, it satisfies SME players, which in turn provides hope to arouse a passion for using digital media technology.

CONCLUSION

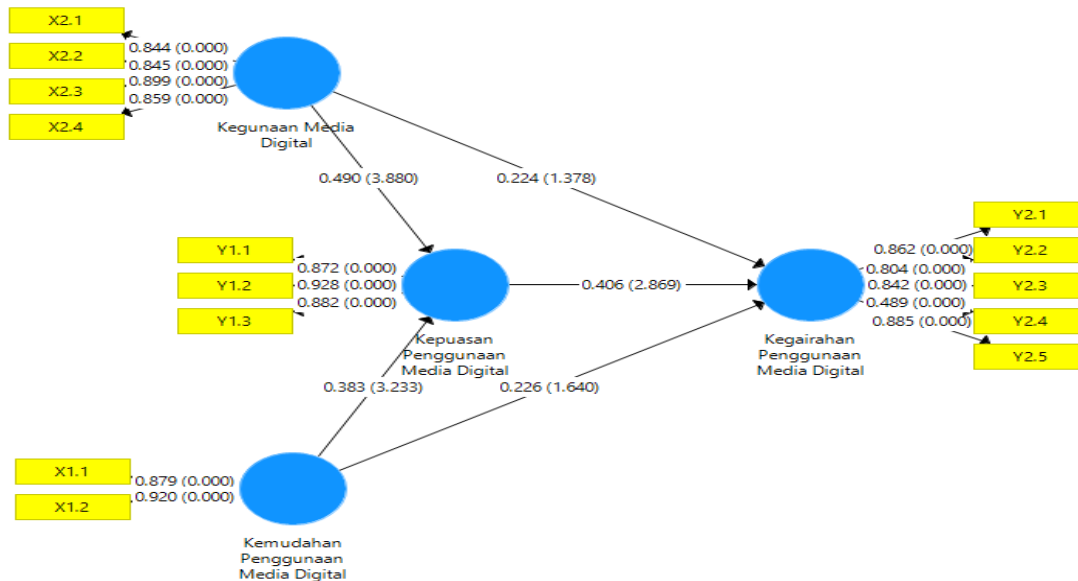
Managerial and research implications. Policies encouraging SMEs' passion for using technology in various countries are critical to emphasize the usefulness obtained. Efforts to increase passion require objective evidence that digital media has beneficial results and is a solution for marketing activities.

Limitations and future lines of research. Another suggestion to overcome the gap between TAM and passion is to adopt TAM 3, completed with perceived enjoyment. Research has proven that enjoyment is a driver of Satisfaction (Arcand et al., 2017; Zou et al., 2022), while Satisfaction is found to have a significant influence on passion. These findings and suggestions reinforce Venkatesh's (2000) and Isiyaku et al.'s (2018) opinions that TAM only has a predictive ability for technology acceptance but can explain the determinants of ease of use. Empirical evidence explains that the increased perceived enjoyment indicates the ease of using technology (Jo, 2022).

Appendix 1. Product Photos and Guwang Art Market Atmosphere



Appendix 2. Path Diagram (PLS)



Description: Ease of Use of Digital Media = Perceived Ease of Use (PEOU); Digital et al. (P.U.); Satisfaction with Digital Media Use=Satisfaction (S); Excitement for Using Digital Media (Passion for using digital media) = Passion (P); Y1.1= Spirit; Y1.2= Intrinsic motivation; Y1.3= Identified motivation; Y1.4= Introjected motivation; Y1.5= External motivation

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