TECHNOLOGY ACCEPTANCE OF OPTIMIZATION IN SEARCH ENGINE (INTERNET) AMONG OPTIMIZER IN INDONESIA
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ABSTRACT
There is new and vivid phenomenon among entrepreneurs and practitioners in Indonesia called OPTIMIZer. OPTIMIZer is a person who learn optimization skill. There are 22 branches of Optimization skill, such as Optimization in search engine, social media (facebook, twitter, etc.), mobile devices (Blackberry, Android, IOs), community web, web TV. All of them are technologies which born from Internet which is an innovation in entrepreneurship context. The aim of this paper is to investigate what factors that affect OPTIMIZer in accepting the technology (optimization skill in search engine). OPTIMIZers play an important role in today’s Indonesian entrepreneurial, because they become a ‘bridge’ between the entrepreneurs, targeted consumers, and reality of Information Technology which always changing. To reveal the factors of acceptance and understand the constructs and relationship among them, data collection from interviewing six key informants (Founders of Optimization skill, Mentor, OPTIMIZers) being analyzed using multiple case studies. Previous research from related context such as Entrepreneurship, SEO (Search Engine Optimization), and Technology Acceptance will be reviewed. The expected contribution is to give fresh insight about new concept of nowdays entrepreneurship, and also to fill the knowledge gap for technology acceptance in entrepreneurship context related in Information Technology field.

Keywords: Optimization in Search Engine, Optimizer, Internet, Technology Acceptance, Entrepreneurship, SEO

1. INTRODUCTION
According to Indonesian Internet Service Provider Association in 2013 Internet in Indonesia has reached 71.19 million users or 28% of total population (248 million). Now and then the number still continues to grow. In addition, there are many interesting things found related to research which involving internet usage in industry and households/individual consumers. Evidently from consumption side, as much as 78.49% is searching for news/information. The first thing that appears in one mind to search information is Search Engine like Google. Everyday, more than one billion questions must be answered by Google around the globe (181 countries and 146 languages) and 15% of the searches are newb. In this context, the opportunity is wide open for anyone especially entrepreneurs to seize the market if they know how to optimize it - based on Oxford dictionary, optimize means “make as effective as possible”. One of the ways to optimize business on the Internet is by implementing SEO (Search Engine Optimization) to Web site. Unfortunately, not all entrepreneurs in Indonesia are familiar and able to accept the internet technology. Based on Industrial Ministry data in 2012, there is only 0.4% (75,000 from 17 million) of Indonesian entrepreneur who use online media/internet as one of their marketing strategya.

b http://www.google.com/competition/howgooglesearchworks.html
In the other hand, best practice in Indonesian information technology and entrepreneurship context called Optimization skill and OPTIMIZer has emerged. In this case, Optimization in Search Engine and OPTIMIZer as the object. It brings a fresh air and optimistic value in the middle of Indonesia entrepreneurial condition. It also clear and already proven by many practitioners that impact of the optimization in entrepreneur’s Web pages has been impressive. Current studies and researches show only the relation in increasing revenue, technique, value through SEO for entrepreneurs or general business, for examples: The Impact of Search Engine Optimization on Online Advertising Market (Xing & Lin, 2004), SEO Techniques for Business Websites (ENACEANU, 2010), The Value of Search Engine Optimization (Malaga, 2007), SEO as a Dynamic Online Promotion Technique (Spais, 2010).

In this paper, researchers attempt to fill in some knowledge gaps in the literature on foundation of SEO perspective. Some researches using UTAUT (Unified Theory of Acceptance and Use of Technology) in the field of information and communication technology, and is able to explain 69% of intention to use technology acceptance (Moghavvemi, Salleh, Zao, & Mattila, 2012). In contrast, there are lack of research in SEO as one of technology acceptance related to entrepreneurial field. Whereas, SEO develops and discusses are happening in Indonesia. In addition, companies should accept and adapt the technologies or market changes if they want to sustain, because those changes can lead to failures (Timmons, 2009). So, clearly it can be seen that in business or entrepreneurial growth, adaptation of technology and market change should be overcome. This research conducted due to Information Technology evolution particularly in SEO and the need of entrepreneurs in Indonesia to compete in global market. Two research questions has addressed: how OPTIMIZer accept technology called Optimization in Search Engine, and the role of OPTIMIZer in entrepreneurship.

2. REVIEW OF LITERATURE
Optimization in Search Engine
A search engine is simply a database on the Internet or World Wide Web (www) to search or gather data. On the www perhaps hundreds of search engines are available, but there are only three sites that majority users use in 2012: Google (www.Google.com) 67%, Bing (www.Bing.com) 17.9%, and (www.Yahoo.com) 11.3%. This research only use Google as the reference because now Google is far more than a search engine – it is the most visited Web site on the earth. People think Search Engine such as Google can give solution to their problems by searching the answer/information there. Actually Google only provide informations based on data already inputed to their engine. Next, the words of optimization means an act, process, or methodology of making something as effective as possible. So, Optimization in Search Engine is the skill or methodology to make search engine fully functional or in the most effective way to support our activities – business or entrepreneurship.

In Indonesia, this skill is popular in entrepreneurs who use Internet technology in their business called Optimization skill. It is simply a way of looking problems and knowing solutions, then optimize the information as the facilitator of the access against solution (Akbar & Beatrix, 2011). OPTIMIZer is the name for people who have those skills in optimizing information in order to ease the access towards solution. Now, there are seven optimization skill already exposed to public they are: Optimization in Search Engine, Social

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\[ \text{http://www.merriam-webster.com/dictionary/search\%20engine} \]

\[ \text{http://searchenginewatch.com/article/2289560/Googles-Search-Market-Share-Shoots-Back-to-67} \]

\[ \text{http://www.merriam-webster.com/dictionary/optimization} \]
Media (facebook, twitter, etc.), Mobile Devices (Blackberry, Android, IOs), Community Web, Visual Stories/Web TV, Local Mapping, and Digital Creation. This research focus on Optimization in Search Engine which is result from concoted of SEO (Search Engine Optimization), CRO (Conversion Rate Optimization), and LBO (Local Business Optimization) techniques. SEO is the process of increasing Web Site position so that in the search results of major search engine, the Web page will comes up higher (Curran, 2004). CRO also means call to action marketing. It related to customer decision processes whether they will turn the status from visitors into purchasers or not (Soonsawad, 2013). Meanwhile LBO can boost local business in search engine towards targeted and near users/consumers. One of way to do that is by post data using long-tail keywords which pointing to a particular region, for example: selling oyster mushroom at Cisarua Lembang Bandung. Due to Optimization in Search Engine skill is new in the academician, there is few literature and previous research. Research on SEO, CRO, and LBO are still few and most spoken in technical or practical ways, for example: Developing a New Model for Conversion Rate Optimization (Soonsawad, 2013), Search Engines and The Public Use of Reason (Elgesem, 2008), Guidelines for Optimizing the Web site through SEO (Rehman, 2013), Trends in Web-Based Search Engine (Shade, 2012). Although all of them are technologies that being accepted by people, there are lack of research in examining factors that affect those technologies acceptance.

Entrepreneurship
According to Kuratko (2009), Entrepreneur is an innovator or developer who can recognizes and seizes opportunity, then convert it to workable/marketable idea through value added. This means everybody can be an entrepreneur, it doesn’t matter whether he or she produce a product by her/himself or not. Through technology nowadays, there are even entrepreneurs who can transform information into something valuable for other who need it (OPTIMIZer). Previous research (Arend, 1999) stated that entrepreneurs can displace incumbents in exploiting any innovations after an exogenous technological change occurs. It means entrepreneurs nowadays not only think about production, but also the market and technology. Next, research by Al-Mubarak & Busler (2012) shows that there are three elements that impact the economic development, namely: IET (Innovation, Entrepreneurship, and Technology Commercialization). Optimization in Search Engine skill that accepted by entrepreneurs/OPTIMIZer is definetely consist of those elements to support entrepreneurial growth in Indonesia. Moreover, extrinsic environmental factors and intrinsic individual characteristics are two things that have great influence in entrepreneurship (Jain & Ali, 2013). Those two things cause entrepreneurial world never stop and always changes. Hence, entrepreneurs need to sustain their business by overcoming the barriers and reducing gaps which exist. In this context, technology is one of the object that can create both opportunity and barrier even gap. Technology is highly needed by entrepreneurs to make their activities easier, more productive and efficient. Unfortunately, there are few research on entrepreneurship context towards technology acceptance. In fact, it has close relationship.

Technology Acceptance
Researchers have used technology acceptance models in technology acceptance prediction and explanation by various user populations for a variety of technologies. At least there are seven models had developed : Diffusion of Innovations Theory (IDT), Early User Behavior Models, Technology Acceptance Model (TAM), Task-Technology Fit (TTF) Model, Unified Theory of Acceptance and Use of Technology (UTAUT), Combined TAM / TTF Model, and Combined UTAUT / TTF Model. Technology acceptance models have been thoroughly reviewed in the literature (Dillon & Morris, 1996; Lee, et al., 2003; Venkatesh, et al., 2003; Williams, et al., 2011; Luthfihadi & Dhewanto, 2013). Based on Venkatesh, et al. (2003), there are four major independent construct: performance expectancy (PE), effort expectancy
(EE), social influence (SI), and facilitating condition (FC). These constructs are direct determinant of usage intention and behavior. While gender, age, experience, and voluntariness are posted to mediate the influence of the four major independent constructs on behavioral intention and actual usage.

The UTAUT theory was developed through the review, mapping and integration of eight dominant theories and models, as the follow: 1. Theory of Reasoned Action (TRA); 2. Technology Acceptance Model (TAM); 3. Motivational Model (MM); 4. Theory of Planned Behavior (TPB); 5. Combined TAM and TPB (C-TAM-TPB); 6. Model of PC Utilization (MPCU); 7. Innovation Diffusion Theory (IDT); 8. Social Cognitive Theory (SCT). Previous research by Moghavvemi, et al. (2012) use the Entrepreneurial Potential Model – Krueger and Brazeal (1994) to overcome the limitation of UTAUT model in capturing the effect of external factors that affect entrepreneur’s intention to adopt and use IT innovation. Measurement of individual characteristics toward the intention to start a new venture or use new technology provided by this model. Based on the model, there are two moderating variables in order to capture the effect of external factors and volitional aspect of the behavior, namely: precipitating events and propensity to act. This research had proven can improve and overcome the limitation of UTAUT in entrepreneurship context.

There is still the need for systematic investigation and theorizing of the salient factors that would apply to a consumer technology use context (Vekatesh, Thong, & Xu, 2012). In 2012, Venkatesh and colleagues conducted research to seek that answers. In brief, they proposed three important role of hedonic motivation, price value, and habit in influencing technology use and in UTAUT2. The shortcomings of those three existing theories is they seek the factors that affecting the intention of technology through the user with statistical way (quantitative) only. It means they only collect data based on user perspective and researcher knowledge and experience only. So, this research attempts to fill those literature gap by using qualitative approach and to answer the need of UTAUT extensive replications, applications, and extensions/integrations in order to expand the understanding of technology adoption in the case of Optimization in Search Engine which related to entrepreneurship concept (entrepreneurs/OPTIMIZER) in Indonesia.

3. RESEARCH METHODS
To overcome the shortcomings of existing approaches which related to Information Technology and entrepreneurship, this research use case study in order to establishing the acceptance factor of technology. Focusing more on “how”; wider array of documentary information should be drawn by the authors. The selection of Optimization in Search Engine among other optimization knowledge, because it is the more widely use in entrepreneurship context. The phenomenon of OPTIMIZER in entrepreneurial and academic environment is still new, therefore the researchers collect data through personal contact, internet and related literature searching. The researchers first identified the key informant as a founders of optimization skill who has great impact in transfering the technology to more than two thousand OPTIMIZER in Indonesia. Then select two senior mentors that has more hours of experience in accepting those technology. Last three respondent are OPTIMIZER from various background.

Individual meeting were arranged with OPTIMIZER, research goals and problem situation were told before interview. The interviews were recorded based on their permission. List of semi-structured questions had used by researcher to assure that the same information was gained from each respondent. There will be triangulation data from six key informants.

4. RESULT AND DISCUSSION
Basically all of respondents are OPTIMIZer as shown in Table 1 have different background, role, and experience in accepting technology of Optimization in Search Engine Skill. There were a number of similarities in the paths which OPTIMIZer taken to obtain the acceptance technology factor in Optimization in Search Engine skill although each of them comes from different background. The information included details of background profession and origin, time began in learn Optimization in search engine, current profession/business after learning, and acceptance factors of Optimization in Search Engine.

Table 1. Sample of OPTIMIZer

<table>
<thead>
<tr>
<th>#</th>
<th>Previous profession</th>
<th>KM</th>
<th>YK</th>
<th>IK</th>
<th>DR</th>
<th>NS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employee</td>
<td>Student</td>
<td>Employee</td>
<td>Student</td>
<td>Housewife</td>
<td>Employee</td>
</tr>
<tr>
<td>Educational background</td>
<td>Computer Accounting</td>
<td>Psychology</td>
<td>Agriculture</td>
<td>Accounting</td>
<td>Accounting</td>
<td>Planology</td>
</tr>
<tr>
<td>Status</td>
<td>Married</td>
<td>Married</td>
<td>Married</td>
<td>Single</td>
<td>Married</td>
<td>Married</td>
</tr>
<tr>
<td>Current profession/business</td>
<td>Senior Consultant of business optimization and Event Organizer</td>
<td>Convection business</td>
<td>Student, Domain Hosting business and network marketing</td>
<td>Automotive Web Marketing developer</td>
<td>Convection and knitting yarn business</td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 1 data, the characteristic of samples are different, except one thing that they are all in the productive age. OPTIMIZers have roles in business marketing and SEO, now they become a future job profession itself. Optimization skill also transform them into entrepreneurs who make information as a base to seize the opportunity. Researcher want to capture the entrepreneurial context, because entrepreneurship is complex and heterogeneous by including precipitating event and propensity to act (Moghavvemi, Salleh, Zao, & Mattila, 2012) that represent in type of first information. From the tye of information, all of them
influence by external environment. It means both propensity to act and precipitating event are affecting the acceptance. Trying to minimize the bias, author choose respondent from different region, background, and gender. Following section describe the reason to be an OPTIMIZER, role of OPTIMIZER in Indonesia entrepreneurship and technology acceptance factors for Optimization in Search Engine.

The Reason to be an OPTIMIZER
Knowing the reason/background that stimulate individu in accept Optimization in Search Engine in their life is important. It give insight and feedback for further improvement in the area. In other words, OPTIMIZER is an entrepreneurs, hence the entrepreneurial intention were also described through their statement as follows:

- Indonesia is a ‘green land’ and there are treasures in every region. It should make us powerfull, but in fact we are powerless or not empowered. Many things which have not been dug and Optimized in Online world. (AA)
- I always interested in business world. (KM)
- I like computer since a kid, I want to learn more about Internet and making sale. (YK)
- I want moving up my life, network marketing, and next business. (IK)
- I do not want to work in office hours again and leave my kids. In the other hand I need extra income and want to make friends and grow more. (DR)
- It is the efficient way of doing business and raise my family. I do not have to spend more money, but the impact is abundant if we are fulfil the readiness. (NS)

Figure 1. The Reason to be an OPTIMIZER

As shown in Figure 1, the reason of respondent become an OPTIMIZER is simply start from their daily problems and interest. It means, personal reasons became one of the motivation and with support of social context or background, it will influence his/her entrepreneurial behavior (Baker, Gedajlovic, & Lubatkin, 2005). Respondents believe that by accepting the optimization in search engine as a technology it will help in solving their problem and fulfil their interest at the same time. Each statement from respondent also representing the value which he/she holds in life. For example AA is a visioner person because he see potency in the country and want to explore it for the public good, KM & IK are students who interested in business world, YK is a learner, and DR & NS are caring and realistic person because both of them state the family things related to acceptance background. So, personality and value of individual also affecting the technology acceptance.

Role of OPTIMIZER in Indonesia Entrepreneurship
One of the vision of Optimization skill founder is create more entrepreneurs in many sectors. So, OPTIMIZER has close relationship in entrepreneurship context. Understanding the role of OPTIMIZER in entrepreneurship context help in describing their position each other towards technology acceptance.

- Helping business of entrepreneurs to be founded in first page of search engine (Google) and get the opportunity of greater order. Connecting the one who sale products with one another who search those products. (AA)
- OPTIMIZers use and optimized technology for selling. But it just for the first step or as a leverage. Furthermore, OPTIMIZer can make their own business or being an entrepreneur or even a business consultant. Hence, it will improving quality and competency of Indonesia Entrepreneurship. (KM)
- Many Indonesian entrepreneurs are good in making product but unable to sale their products. So, OPTIMIZER as the one who can sale and help their product to be sold.
(YK)
- Play an important role in entrepreneurship context, because OPTIMIZER is a connecting bridge between seller and buyer and we are at the middle to help entrepreneurs. (IK)
- As a bridge and solution for entrepreneurs in gaining order from Internet/Online world. Next is can create new entrepreneurs in various sectors. (DR)
- To helping the development of Indonesian entrepreneurship in more economical way. (NS)

Figure 2. Role of OPTIMIZER in Indonesia Entrepreneurship

Figure 2 shows that all respondent have convergent view of OPTIMIZER role in pertinent to fostering entrepreneurship in Indonesia. Answer of respondents also in line with Alam, (2009); Knol & Stroeken, (2001) statement which indicates that SMEs (Small Medium Enterprises) has lower amount of IT (internet) adoption compare to large scale enterprises. Hence OPTIMIZER can bridge over the gap between the IT evolution and entrepreneurship which have barriers in common such as low level entrepreneurial sel-efficacy, inadequate or inappropriate infrastructure and legislations (Jain & Ali, 2013). The position of Optimization in Search Engine is in the middle of information technology which always changing and entrepreneurs with their challenge and barrier. The more people who can accept the technology of Optimization in Search Engine then gap in entrepreneurship and IT become smaller even solved.

Technology Acceptance Factor for Optimization in Search Engine

“Search Engine Optimization is the technology, methodology and science of increasing Web site visibility of major search properties using strategically defined key phrases that apply to your products, services, and Web site” – Garry Grant, CEO, SEO Inc. From above definition, it is clear that SEO (Optimization in Search Engine) can be a subject in technology acceptance study. Based on the interview result which form in the basis of comment received, following section describe the factor of Optimization in Search Engine acceptance:

Outcome Expectations

UTAUT model by Venkatesh et al. (2003) stated that one of the predictor in performance expectancy is outcome expectation. It relate to the consequences of the behavior in accepting technology (Compeau & Higgins, 1995b; Compeau et al., 1999).

- Every business want to be found by people who need it. If we want our business to be found in online world, then social media dan search engine is the effective tools. (AA)
- I want to learn more about Internet and making sale. (YK)
- My concept since beginning I decided to accept this technology is how we can stay at house but the order flux of my business still continue even raise. (NS)
- I want to expand my network marketing business in online world. (IK)
- After posting for selling interest in Web Site by using this technology of optimization in search engine, in several days my article already exist in first page of Google. No matter what, when people searching something, usually they only see the information that given in Google first page. (DR)

Figure 3 shows people propensity to accept the Optimization in Search Engine because they believe in its benefit. Sometimes it called start with an end. The accepting level goes higher when person feel the real impact or result of the Optimization in Search Engine towards
his/her business. Outcome expectations in line with performance expectations which related to the job and personal expectations which related to individual goals. Most of research (Davis, 1989; Moore & Benbasat, 1991; Venkatesh, et al., 2003; Venkatesh, et al., 2012; Moghavvemi, et al., 2012) in technology acceptance declares the performance as the reaction to information technology usage that affect the intention of user to use the technology.

**Humanized Language**

Everything in the world has its own language, for example: Google has the algorithm as one of engine language, Web Site has HTML, PHP, CMS, etc. as their program language, so do human has humanized language that easy to understand as a human being.

- Humanized language also means language that appropriate and familiar among the user. In context of Indonesia, language which already adjusted with our culture is prefered to make easier for us as user to adopt/accept the optimization skill in search engine. (KM)
- We do not need to learn the coding, PHP, and technical things in IT. We prefer to use humanized language rather than engine/robot language. The way in delivering language is important in adopting something. (YK)
- One of the big difference between this optimization skill in search engine and other techniques of internet marketing even SEO training which provide by others is in the language. Here, it convert from computer language to humanized language, so it is easy to apply for user even we don not have IT background. (IK)
- The language of optimization skill in search engine already simplified by the founder. As a housewife, I do not have time to learn coding language or something like that. So, I decide to accept this technology. (DR)

**Figure 4. Humanized Language is Technology Acceptance Factor for Optimization in Search Engine**

As shown in Figure 4, language is an important factor that decide whether somebody will accept the technology or not. It simply because language is the main way of understanding something include technology. Technology become easy to accept if using the right language to the right subject. The challenge is how to communicate those language, so that we can do what it means and influence others. People can attempt to influence the beliefs, attitudes, and behaviors of others through language as a medium (Habermas, 1984). It enables us to obtain knowledge of something in the absence of direct experience (Oliver & Romm, 2003). Intriguing fact that previous research in technology acceptance model did not state the language as one of predictor factor, although based on this research this is the finding that should be covered. In addition, cultural dimensions can have a strong impact on the adoption of innovations (Rotchanakitumnuai & Speece, 2003). Optimization skill in Search Engine is easy to accept among OPTIMIZer because it use Indonesian language and already customized with an appropriate characteristic/habit of Indonesian people while using search engine.

**Pattern of Matter**

The technology of Optimization in Search Engine has its own pattern which is already simplified. It makes OPTIMIZer easy to accept, understand, then use.

- The simplicity of material inspired by the structure of human body. SEO CRO LBO has their own pattern, an this Optimization in Search Engine concocted the basic formula of those three. Principle of ‘pinang climb-Indonesian traditional game’ is
used in SEO application. (AA)

- Optimization in Search Engine skill already simplified and focused. (KM)
- There is simple and easy to follow pattern in adopting this technology. (IK)
- One of the pattern is positioning ourself as a customer. What style does customer (Indonesian people) going to type in the search engine when they need something. (NS)
- It was very simple, everybody can adopt it. All we have to do is just following the pattern that already taught, no need to think hardly. (DR)

Figure 5. Pattern of Matter is Technology Acceptance Factor for Optimization in Search Engine

In UTAUT model by Venkatesh et al. (2003), this factor as seen in Figure 5 can representing the effort expectancy which is defined as degree of ease pertinent to the use of the system. Now, Optimization in Search Engine has three patterns called P1, P2, and P3. P1 refer to headline of post which consist of basic elements of SEO, CRO, and LBO. P2 refer to product description, and P3 for link farming to make SEO more powerfull. Based on convergent answers, this simplified pattern of matter proven as one of the acceptance factor.

**Learning Volition**

Willpower or volition of human behavior is the powerful force, so once person have it, they can accept or get what they want.

- People can accept anything if they want. Whatever the background or reason, willingness is one of the determinant key wether he/she can succeed in choosen field. (AA)
- Everybody even an amateur who has not IT background can adopt this technology, for example: my background is agriculture, and his background is psychology. We can accept it because both of we want to. (YK)
- Limitation in learning Optimization in Search Engine skill is not about can or can not, it is more to want or do not want. (IK)
- I hardly want to accept this technology because at that time i had some problems related to financial. (NS)
- The point is as long we can open the internet, we can adopt this Optimization in Search Engine skill. No matter how illiterate you towards technology. It works to everybody who want it, whatever his/her background. (DR)

Figure 6. Learning Volition is Technology Acceptance Factor for Optimization in Search Engine

Figure 6 shows that there are no obstacles in accepting Optimization in Search Engine as a technology as long there is a volition to learn it. Basically, common goal of search engines is providing easy access to information for people of different background and far from their normal reach (Shade, 2012). Supported with current condition of the growth of information system and new technologies have turn our environment into learning environment, so an issue of identifying factors related to acceptance of technology become important (Yi & Hwang, 2003).

5. CONCLUSION AND CONTRIBUTION

All OPTIMIZers were being interviewed almost have convergent answers in defining acceptance factors of Optimization in Search Engine as technology they accepted. The research has defined the common reason about being an OPTIMIZER is that Optimization in Search Engine can give them additional values in life, wether it view from point of self-
actualization, family, society, even Indonesia as a nation. Based on exploration of informants answer, four factors examined as technology acceptance factor for Optimization in Search Engine, they are Outcome Expectations, Humanized Language, Pattern of Matter, and Learning Volition. OPTIMIZers play an important role in today’s Indonesia entrepreneurship, because they become a ‘bridge’ between the entrepreneurs, targeted consumers, and fact of Information Technology which always changing. In this research, the background of OPTIMIZer are in different, so the basic concept about accepting technology can be generalized.

The contribution of this paper are giving fresh insight about new concept of current entrepreneurship in Indonesia, and also filling the knowledge gap for technology acceptance in entrepreneurship context related in Information Technology field. The research is conducted due to Information Technology evolution specially in SEO and the need of Indonesia entrepreneurs to compete in today’s global market. One of output of this research is the factor of Optimization in Search Engine acceptance among OPTIMIZer pertinent to technology acceptance theory. It is important as the input in creating way to increase the competence of Indonesian entrepreneur in order to face globalization challenges and to create more entrepreneurs in various sectors. In brief, both practitioners and academicians will get new value from this research.

6. LIMITATION AND FUTURE RESEARCH

The limitation of this study are the author done in six samples of OPTIMIZer, five of them are men. So, for future research can be done in more than six samples from various background and gender. The author suggest the future research on the knowing what is the determinant factor in adopting the SEO technology and how to build a comprehensive model of technology acceptance which can represent the connection between information technology and entrepreneurship context.

7. REFERENCES


