

ABSTRACT

Application of E-Commerce for chemicals raw materials trading becomes common nowadays including in coatings chemical industry. Successful of E-Commerce application in industry is defined by the willingness of that industry to conduct electronic purchasing as the basic and most common application used in E-Commerce, with vendors offering E-Commerce. This thesis is used to find the relation between several factors of Indonesian coatings chemical companies willingness to conduct E-Commerce for procurement of raw materials needed.

Several factors identified and then by questionnaire in the survey conducted to Indonesian coatings chemical company, data was collected to measure factors related with willingness and then rank them in order to find out about the importance of each factor. Those factors are Technology Infrastructure, Ease of Accessing E-Commerce, Convenience, Transaction Cost, Technical Constraint, Trust, and Security & Privacy.

From the data and statistical analysis in this research, only technology infrastructure factor and convenience factor have strong relation with Indonesian coatings chemical companies willingness to conduct E-Commerce. Based on descriptive statistic for questionnaire data to 64 respondents in Indonesian coatings chemical industry, this thesis is determined that 6 (six) factors become inhibitor and 1 (one) factor becomes a driver. The inhibitor factors by the rank order starting from the most inhibiting one is determined by larger probability of answer in questionnaire indicating “not willingness”. The inhibitor factors are (starting from the most inhibiting) : Convenience, Transaction Cost, Ease of Accessing E-Commerce, Security & Privacy, Technical Constraint, and Trust. And factor indicated willingness show by Technology Infrastructure factor.

This study can be used as guidelines and judgment to provide E-Commerce application for chemicals raw material for chemical industry generally, and for Indonesian coatings chemical company specifically.

Keywords : Coatings, Chemical, Purchasing, E-Commerce, willingness, inhibitor, driver.

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