

ABSTRACT

This Research about Intention to use internet marketing in Indonesia intends to figure out how big Indonesians' intention in using internet marketing. As we know, internet marketing can be one solution for companies which have limited budget in running their operations.

The rapid advance of technology and the increase of start-up amount in Indonesia these past few years generate some new problems. The basic problem of these start-ups is capital limit, which results that many start-ups can only last for 1 year. With the programme of Indonesian government who support the start-ups' owners to go online and advertise their products or services in internet it's highly expected that they can tackle their problem in such capital limit.

This research has taken as many samples as 220 owners of micro, small, and moderate businesses as well as online business owners utilising internet as media to advertise their

products or services. This research is a survey-based by using google form as a media which uses analysis technic of SEM with AMOS 22.

The result of this research confirms that Performance Expectancy and Facilitating Condition are variables that influence the intention of Indonesians to use internet marketing. While gender moderates the influence of social influence toward the intention of Indonesian to use internet marketing.

Keywords—internet marketing, marketing, UTAUT, intention, internet