Abstract

Objective. Discover the motivation of investment bankers that affected their acceptance toward Blackberry.

Method. The methods that the author uses are Cronbach Alpha test, Linear Regression, AND Factor Analysis. The questionnaire was distributed to over 300 respondents. The research method was a replication based on the journal by Park and Chen, Acceptance and Adoption of The Innovative Use of Smartphone.

Results. The result justified the technology acceptance model, showing the significant influence of perceived usefulness, perceive ease of use and the components of the diffusion of innovations to attitude; the influence of perceive usefulness and attitude to the behavior intention, and the influence of self efficacy to behavior intention and perceive ease of use. The research showed that self efficacy and perceived ease of use were the strongest factors on acceptance.

Conclusion. Acceptance influenced the way respondents’ defined Blackberry, thus influenced the way respondents’ used Blackberry. After know how to operate, respondents will rethink of the advantage of blackberry on them. This is then results on a perceived usefulness, explain whether the gadget will be useful for them. Respondents who believe they could use it tend to try to use it (behavioral intention), while at the same time, also support their belief that blackberry is easy to use. So, the perception of being able to use something could affect the behavior, and made the gadget was felt easier to use.

Key words. Technology acceptance model, Diffusion of innovation, Acceptnce, Blackberry, Investment Bankers.