Driving and Restricting Factors of the Behavior Intention of the Digital Fishery Platform Adoption in New Normal: Combine UTAUT-IRT Model.

- **Author(s):** Edi Purwanto ,Rachman Sjarief ,Chaerul Anwar

- **Abstract:** The purpose of this study was to build a Combine UTAUT-IRT Model and examine how the influence of UTAUT factors on behavior intention, the influence of IRT factors on innovation resistance, and how the influence of innovation resistance on behavior on intention to use digital fishery platforms. Data was collected through online distribution of questionnaires in Jakarta, Indonesia. The number of samples collected and used was 120 samples. The analysis technique uses SEM-PLS. The result is the performance expectancy, effort expectancy and social factors influence the behaviour intention to use the platform, but the facilitating condition do not. Value Barrier and Image Barrier influence innovation resistance to use the platform, but use barrier, risk barrier, and traditional barrier do not. Then, innovation resistance influence behaviour intention to use the platform negative and significant. The novelty of this research is the development of the Combine UTAUT-IRT Model and for the first time tested to investigate the intention to use a the platform. The results of this study can be the basis for the development of a digital fishery platform that can connect fishermen and end users in a peer-to-peer manner.
- **Keywords:** UTAUT, IRT, Combine UTAUT-IRT, E-Fishery, Digital fishery platform.