



## FACTOR THAT INFLUENCE THE USE OF E-BUSINESS ON COMPANY PERFORMANCE

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**ABSTRACT:** This research is motivated by the rapid development of technology and the proliferation of travel businesses in the city of Makassar, South Sulawesi. This study aims to analyze the factors that influence the use of e-business in service companies such as travel. this study uses a questionnaire in collecting data. The total sample in this study amounted to 213 samples. The results showed that information systems integration had a positive influence on company performance and also influenced the use of e-business. Manfaat this research can provide the development of science in information systems integration technology, managerial accounting.

**Keywords:** *information systems integration, company performance, e-business use*

### 1. INTRODUCTION

This research is motivated by the existence of a phenomenon in the community related to increasingly rapid technological development. The more rapid technology changes many things in people's lifestyles, one of them is purchasing patterns. Technology that is becoming a trend in today's business world is e-business. e-business is a business process that is run through the internet. E-business is an extension of e-commerce because of its wider scope. In e-business covers all things the chain of company activities, including the process of buying and selling to information to business partners. the changing patterns of purchasing society through online purchases have an effect on the travel business. many travel businesses began to mushroom and switched to using e-business technology to continue to compete from similar businesses. This will have an impact on the company's performance. This research refers to the technology organization organization theory (TOE). This research is a replication of Acosta et al. (2016).

## 2. LITERATURE REVIEW

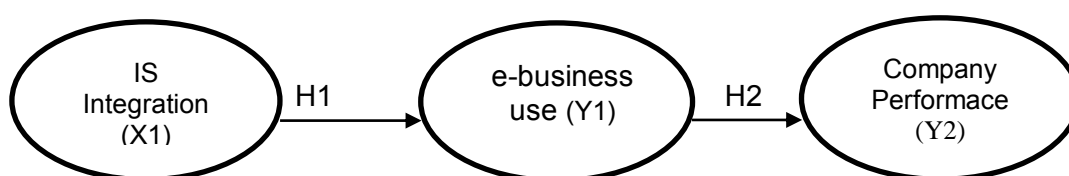
Tornatzky and Fleischer were the first to introduce the theory of environmental organization technology (TOE). TOE theory is a theory that is often used especially in information technology research (Mangula et al., 2014). Many previous studies used factors that were slightly different in the TOE context, but in this regard they agreed with Tornatzky that the three TOE factors could influence the use of technology in the company. TOE theory is considered a generic theory in the empirical world so that the TOE theory is considered to have less evolution (Zhu and Kraemer 2005). The advantages of TOE theory because of the freedom to vary a number of factors and TOE are considered the same and can be generally accepted in terms of adoption and use of new technologies (Baker, 2011).

The integration information system is expected to influence the use of e-business in the field of travel business and is expected to improve company performance. Integration information system is an information system that involves various function units or linkages between sub-systems both within the company and outside the company. Several previous studies in different countries regarding integration information systems have been carried out by Zhu et al. (2006), Acosta et al. (2016), Chang et al. (2015), Zhu et al. (2006), Khamer et al. (2005) and Chatzoudes (2016), the results of the study show that information systems integration is an important thing that affects the company so that it decides to use e-business with the aim of improving company performance.

H1 = Information systems integration affects the use of e-business

H2 = integration information system influences company performance

**Figure 1. is a research model**



*Figure 1. is a research model*

## 3. METHODOLOGY

This study is explanatory research, which is research that explains the influence of several variables by testing hypotheses. This study aims to show an overview of the factors that influence the performance of a company with an independent variable consisting of an integration information system. Furthermore, this study uses the variable use of e-business as an intervening variable and company performance as the dependent variable. The object that is the basis of research is service companies such as travel. research location in

Makassar, South Sulawesi, Indonesia. The sampling technique of this study uses purposive sampling. Total travel as a reference for research as many as 71 travels per travel was divided into three questionnaires with a total sample of 213 samples. Analysis of this research data using SPSS and Amos.

#### 4. RESULTS AND DISCUSSION

Based on the results of research and hypothesis testing in this study for the first hypothesis the integration information system influences the use of e-business, and the second hypothesis of the integration information system influences the company's performance with a value of p-value of 0.000, this indicates that the first and second hypotheses are accepted. this means that the integration information system has a significant positive effect on the use of e-business and also has a significant positive effect on company performance. This finding is supported by the TOE theory which states that the factors that influence companies using technology are influenced by several factors, namely technology, organization and environment (Chatzoudes, 2016). In this case the technological factors include information systems integration.

#### 5. CONCLUSION

The company's decision to use new technology is influenced by several factors, namely technology, organization and environment (Chatzoudes, 2016). Faculty of technology such as integration information systems has a significant positive effect on company performance and the use of e-business. The benefits of this research are expected to provide knowledge development in terms of information system technology and in terms of company managerial accounting.

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