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The Influence of Cultural Dimension on ICT Acceptance in Indonesia Higher Learning Institution

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A R T I C L E   I N F O

A B S T R A C T

Prior research on technology acceptance has been done and various models have been discussed, especially in the ICT acceptance area. However, similar studies in Indonesia are still very few, as well as a similar study involving cultural dimension is also still limited. In this study, we explore the cultural dimensions as influence factors of the technology acceptance involving a faculty member as samples of a study. We adopted Hofstede's cultural dimensions (power distance, individualism/ collectivist, uncertainty avoidance, and long term orientation) as influence factors to perceive usefulness and perceive ease of use, social influence and facilitating condition in UTAUT Model. Research carried out by involving the 401 respondents, who are academician in Higher Learning Institution in Indonesia. The data obtained from the questionnaire and then analyzed using Structure Equation Modelling. Our results showed, that the UTAUT Model is quite suitable for Indonesia, and the PDI and IDV have a significant influence on some constructs, while UAI has no effect. On the other hand Long Term Orientation had the highest effect on all constructs. These results can be used as consideration when implementing ICT in higher learning institution in Indonesia.

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INTRODUCTION

The utilization of ICT in developing countries in the last ten years increased. However, when viewed from the internet penetration of Indonesia as a developing country was not encouraging. In the scope of ASEAN, Internet penetration rate in Indonesia was 22%, Thailand 30%, Philippines 32.4%, Vietnam 34%, while 60% of Malaysia, and Singapore 75.5%. That is, in terms of Internet penetration rate Indonesia ranks lowest among those countries as reported by intenetworldstats in 2012. Similarly, the implementation of E-GOV in Indonesia, according to the UN EGOV Survey, the ranking of Indonesia is 97 while Malaysia 40, Singapore 10, Thailand 92, Philippines 88 and Vietnam 83. Indonesia is the worst among these countries.Moreover, the webometric report also shows that the number of Indonesia's universities are only 4 who have rank below 1000 in the last 3 years. The facts above show that there is a problem of ICT acceptance in Indonesia.

Many factors are known to influence the level of acceptance of ICT, it is believed that the cultural factor has an important role. Most previous studies conducted in the USA and Canada, when performed outside of North America found few differences (Rose and Straub 1998). Cultural factors proposed as being important in explaining IT usage behaviour. (Straub *et al*. 1997). Another theoretical reasons suggest that beliefs and values shared by a group of people can influence people's behaviour on the implementation of technological change (England, 1975). However, regardless of the potential impact on the acceptance of IT, culture has not been prominent in technology acceptance research, especially in developing country.

Given this lack, this study explores the linkages between culture and intentions of ICT acceptance using Unified Theory of Acceptance and Use of Technology (UTAUT) model. The influence of culture can be divided into two types, first the culture as a trigger or antecedent of the Technology Acceptance (Veiga 2001), and the second cultures as a moderator variable, which may be able to strengthen or weaken the behavioural intention in technology acceptance. (Huang 2010).

The Unified Theory of Acceptance and Use of Technology (UTAUT) model that strengthened the most prominent eight previous IT Acceptance model was introduced by Venkatesh (Venkatesh, 2003). Along with the four moderators affecting the magnitude of influence of the four factors determining the behavioural intention

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and use, UTAUT model surpassed any previous models in explaining the user's behavioural intention of accepting ICT. This model has been used by many researchers and validated in various situations.

In consequence of its best explanatory over other previous models, the UTAUT model is utilized to explore the probable triggering role of culture in the ICT acceptance in this research. More specifically, our research proposes to empirically explore the triggering roles of national cultural differences on the UTAUT model.

Cultural dimension used here is introduced by Hofstede consists of five dimensions (Hofstede, 1980, 2001). Hofstede developed a cultural model based on a study conducted among International Business Machines (IBM) employees in subsidiaries across 50 countries and three regions in the 1960s and 1970s. This study yielded what Hofstede initially defined as four dimensions of national culture: Power Distance (PDI), Individualism versus Collectivism (IDV),Masculinity versus Femininity (MAS), and Uncertainty Avoidance (UAI). A 5th dimension, Long-Term versus Short-Term Orientation (LTO), was subsequently added based on a later study carried out in Asian countries (Hofstede, 2001). Culturalvaluesweretransmitted toindividual ofsocietythroughinstitution suchasfamily orschools;they influencethe ICT acceptancebyindividual.

Literature Review:

Technology Acceptance Model:

There were many models have been used by researcher to examining the Acceptance of Technology, for example the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975), the technology acceptance model (TAM) (Davis, 1989), the motivational model (MM) (Davis, Bagozzi and Warshaw, 1992), the theory of planned behavior (TPB) (Ajzen, 1991), the combined TAM and TPB (Taylor and Todd, 1985), the model of PC utilization (MPTU) (Thomson, Higgin and Howell, 1991) the innovation diffusion theory (IDT) (Rogers, 1995) and the social cognitive theory (SCT) (Compeau, Higgin, Huff, 1999). And the latest model is UTAUT model introduced by Venkatesh which synthesized elements across eight previous technology acceptance models. Venkatesh conducted validation and comparison testing of all factors found in the previous model and he identified that there are four significant factors or constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions along with four moderating factors as shown on Figure 1. The definition of all factor or construct listed on Table 1.
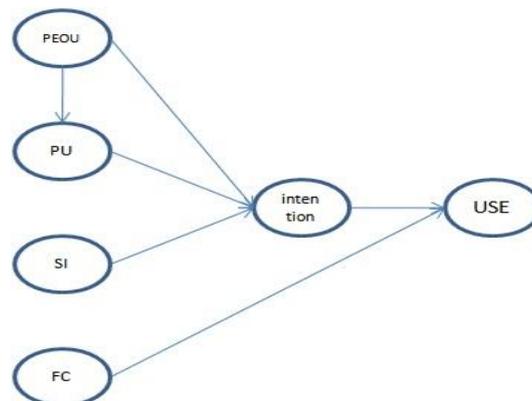
Fig. 1: The Simplified UTAUT model.

Table 1: Definition of Constructs

Construct	Definition
Perceived Ease of Use	The degree to which a person believes that using particular system would be free of effort (Davis,1989)
Perceived Usefulness	The degree to which a person believes that using particular system would enhance his job performance (Davis, 1989)
Social influence	The person's perception that most people who are important to him think he should or should not perform the behaviour in question (Fishbein and Ajzen, 1975)
Facilitating Condition	Objective factors in the environment that observers agree make an act easy to accomplish (Thompson *et al*, 1991)

Cultural Dimension:

Culture is the collective programming ofthemindthatdistinguishesthemembers ofonegrouporcategory ofpeoplefromanother. Hofstedehadsuggested thattherewerefivework-related cultural dimensions along which countries differ. Figure 2 shows the score of Indonesia and US towards these dimensions.
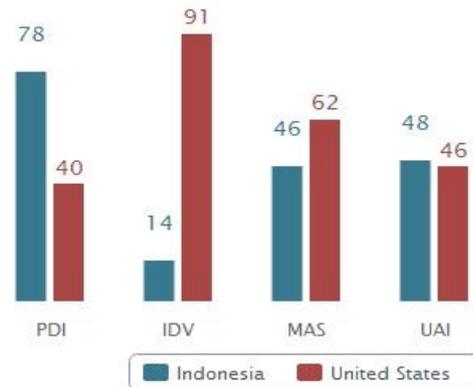
Fig. 2: The Hofstede's Culture Dimension score of Indonesia and US

PowerDistance(PDI) is thedegreetowhichtheless powerfulmembersoforganizationsacceptthat power isdistributedunequally. Indonesia scores high on this dimension (score of 78) which means that the following characterizes the Indonesian style: Being dependent on hierarchy, unequal rights between power holders and non power holders, superiors in-accessible, leaders are directive, management controls and delegates. Power is centralized and managers count on the obedience of their team members. Employees expect to be told what to do and when. Control is expected and managers are respected for their position. Communication is indirect and negative feedback hidden. High Power Distance also means that Indonesian co-workers would expect to be clearly directed by the boss or manager.

Individualism(IDV) is thedegreetowhichasociety emphasizestheroleoftheindividual. Indonesia, with a low score of (14) is a Collectivist society. This means there is a high preference for a strongly defined social framework in which individuals are expected to conform to the ideals of the society and the in-groups to which they belong.

Masculinity(MAS) is thedegreetowhichasociety emphasizes traditionalmasculinevalues(suchas competitiveness, achievement,andambition),asopposedtoothers(suchasnurturing,helpingothers, andvaluingqualityoflife). A high score (masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner. A low score (feminine) on the dimension means that the dominant values in society are caring for others and quality of life. Indonesia scores (46) on this dimension and is thus considered average.

UncertaintyAvoidance(UAI) isthedegreetowhich peoplefeelthreatenedbyuncertain,unstructuredsituationsandambiguity. The dimension Uncertainty Avoidance has to do with the way that a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? This ambiguity brings with it anxiety and different cultures have learnt to deal with this anxiety in different ways. The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these is reflected in the UAI score. Indonesia scores (48) on this dimension and thus has a medium low preference for avoiding uncertainty.

Long-termOrientation(LTO) istheextentto which peopleofacountry showapropensity totakealong termperspective thatprimarily emphasizes doing thingsthatimprove thefutureasopposed toashort termperspectivethatprimarilyemphasizethepresent orthe successesofthepast. No score available for Indonesia on this dimension.

This cultural dimension is used by many researchers to explore the influence of cultural differences on the use of ICT or Technology acceptance (Straub *et al*, 1997) (Huang, 2010) (Veiga, 2001).

The Effects Of Cultural Dimension On Technology Acceptance:

Summary of previous studies on the relationship between culture and technology acceptance shown in Table 2. Based on previous research, we can develop a more comprehensive approach of understanding how culture affects technology acceptance.

Table 2: Summary of previous study on influence of culture dimension on ICT Acceptance

Culture Dimension	Implications for IT Acceptance
PDI	In hierarchical societies, technological changes must come from top management (Hill *et al*l 1998). Empirical
	Participative development project methodology may not be appropriate in high power distance societies such as Arab Gulf countries (Abdul Gadar, 1997). Theory
	IT can increase power among skilled IT workers giving them more equity with managers and motivating their acceptance (Hasan and Ditsa, 1999). Empirical

	PDI positively affect the Perceive Ease of Use and Social Norm on ICT Acceptance (Sriwindono and Yahya, 2012). Empirical. PDI also influence the PEOU and PU on E-gov adoption (Al-Hujran)
IDV	Perceived social presence of application affects acceptance (Straub, 1994). Empirical
	The collective culture will be more concern on social norm. (Srite, 2006). Empirical
	IT support for individual or cooperative work practices affects acceptance (Hasan and Ditsa, 1999). Empirical Kinship groups and work groups act as references for Arab workers in decisions about IT (Hill *et al*1 1998). Empirical
	Collective culture like in Indonesia have a positive effect on perceive ease of use on Technology Acceptance (Sriwindono and Yahya, 2012).
MAS	Culture that are more feminine will be more concern with ease of use of technology (Srite and Karahana, 2006). Empirical
LTO	Loyalty to national traditions is seen as an impediment in focus groups of Arab businessmen (Hill *et al*1 1998). Empirical
	Perceived near-term usefulness has a more significant influence on intention to use than perceived long-term usefulness in a US sample (Chau, 1996). Empirical
	Fatalistic orientation towards the future leads to resistance to long-range IT planning in Arab Gulf countries (Abdul Gadar, 1997). Theory
	IT change makes long-term planning more important and this can cause problems in cultures with short-term orientation (Hasan and Ditsa, 1999). Empirical LTO influence the perceive usefulness on IT Implementation (Veiga*et al*l, 2001).
UAI	High uncertainty avoidance cultures may only adopt less risky, older IT (Hasan and Ditsa, 1999). Empirical
	Fear of the unknown effects of technology makes employee more resistant to technological change (Hill et. Al., 1998). Empirical High uncertainty avoidance cultures positively effects the PEOU and PU (Al-Hujran) (Veiga*et al*l, 2001) (Hwang, 2005)
PDI, IDV, UAI, MAS, LTO	Towards modeling the effects of national culture on IT Implementation and acceptance, the Hofstede's cultural dimension had been suggested as moderated variable of TAM (Srite and Karahana, 2006), (Huang *et al*, 2010). Theory
	Towards modeling the effects of national culture on IT Implementation and acceptance, the Hofstede's cultural dimension had been suggested as independent variable of TAM (Srite and Karahana, 2006). (Zhang *et al*l, 2011) (Zakour) (Hwang, 2005) Theory

Research Method:

The objective of this study is to explore the influence of cultural dimension on ICT acceptance using UTAUT model. The research model, presented in Figure 3, integrates cultural dimension as antecedent into the UTAUT model to show the effect of cultural dimension on technology acceptance. Hypotheses are grouped by cultural dimension.
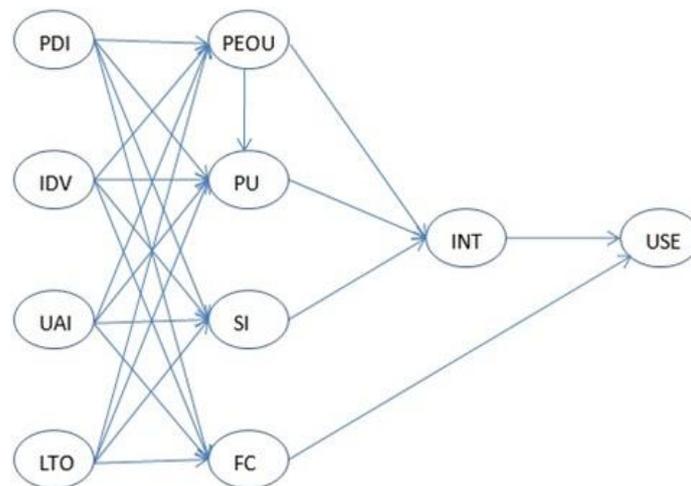
Fig. 3: The Research Model

Therefore we use six base hypotheses, based on original UTAUT model as discussed above, as follows:
H1: Perceived Ease of Use has a direct impact on Behavioural Intention to use
H2: Perceived Usefulness has a direct impact on Behavioural Intention to use
H3: Social Influence has a direct impact on Behavioural Intention to use
H4: Facilitating Condition has a direct impact on Behavioural Intention to use
H5: Behavioural Intention will have a direct effect on ICT Usage
H6: Perceived Ease of Use has a direct impact on Perceived Usefulness

Powerdistancerefers tothedegreeofwhich statusinequality isacceptedasnormalingivenculture(Hofstede,

1991).It conditions theextenttowhichsomeoneaccepts thatthey haveless powerthantheirsuperior. According to Indonesia score of PDI (78), it is very high score, so weposit thatthe PowerDistancewillinfluencethewhole construct ofICTusage. Thisleadstothefollowinghypotheses:

H7a: Power Distance has a direct impact on Perceived Ease of Use
H7b: Power Distance has a direct impact on Perceived Usefulness
H7c: Power Distance has a direct impact on Social Influence
H7d: Power Distance has a direct impact on Facilitating Condition

Hofstede arguedthatcultureshighonindividualism tendtopromoteindividual decisionmaking overgroup consensus.Incontrast,insocietiesemphasizingcollectivism thegroupbecomestheprimarysourceofan individual'sidentity andindividuals seekapproval,status and supportthrough group affiliation. Concerns over groupwelfare,equality andloyaltyareemphasized,as aggregate intereststendtoprevailoverautonomous, individualisticones.Sotheperceivedeaseofuseand perceivedusefulness oftechnology,weguess,theywere influencedby individualistic/collectivism degree. Beside we have to explore the other construct whether they are influenced by IDV or not, according to Indonesia score of IDV (very low). Therefore we propose the hypotheses as follows:

H8a: Individualism has a direct impact on Perceived Ease of Use
H8b: Individualism has a direct impact on Perceived Usefulness
H8c: Individualism has a direct impact on Social Influence
H8d: Individualism has a direct impact on Facilitating Condition

The dimension of UncertaintyAvoidancediscuss aboutthedegreetowhich peoplefeelthreatenedbyuncertain,unstructuredsituationsandambiguity. In cultures with high uncertainty avoidance degree, many people tend to experience discomfort and hesitation when they face the violation or uncertainty situation. By contrast, in countries with low Uncertainty Avoidance degree, the violations and uncertainty can be tolerated (Hofstede, 1980). UAI degree of Indonesia is 48, it is moderate, it's means Indonesian are not troubled when they face the violation or uncertainty situation. Hence the following hypotheses proposed:

H9a_0: User Avoidance has no impact on Perceived Ease of Use
H9b_0: User Avoidance has no impact on Perceived Usefulness
H9c_0: User Avoidance has no impact on Social Influence
H9d_0: User Avoidance has no impact on Facilitating Condition

Thedimension oflong-termorientation,whichwas originallylabelasConfucian dynamism referstoasocietypreference tobemorefutureorientedorforward looking(Hofstede, 1988).Culturesmaintainingalong-termorientation arecharacterizedbyvaluesemphasizingtheimportance ofthefutureandperseverance. Withrespecttoacceptanceofchange,members ofsocietieswithshort-term orientations arelikelytobemoreinclinedtoberesponsivetochange ifaneed exists,particularlywhenpastsuccessesortraditionsareshowntobewanted(Hofstede, 1998).To makechangesinsociety thathaslong-term orientation requiressignificanteffort,because theyaremorelikelyto be conservativeand refuseto makemajor changes. The previous studies showthattheacceptance ofnewtechnologies,thevaluesassociated with bothlongandshort-term orientationisveryimportant.Intheshort-term oriented societythebenefitoftechnology(usefulness) assessedby itsbenefitinsolving thecurrenttasks. Thisisconsistent with Chau'sfindingina USsample(a short-term-oriented culture)thatnear-term usefulness hadamoresignificant influence onintention tousethanperceivedlongterm usefulness(Chau, 1996).ButinIndonesia,thelong–termoriented can be associated with theinvestment,somethinglike 'saving' forthefuture use. Hence, wearrangethe followinghypothesesregardingLTO:

H10a: Long-Term Orientation has a direct impact on Perceived Ease of Use
H10b: Long-Term Orientation has a direct impact on Perceived Usefulness
H10c_0: Long-Term Orientation has no impact on Social Influence
H10d_0: Long-Term Orientation has no impact on Facilitating Condition

Of those five dimensions of culture, masculinity has the most difficult to conceptualize and validate (Veiga*et al*l, 1995); therefore it will be dropped from consideration here.

Result:
Data Collection and Measurement:

The questionnaire for this research consist of four parts: Part one is cover letter explaining the title and the aim of the research.Part two consist of questions concerning the respondents demographics profile. Part three contain the six latent construct. Part four contains the cultural dimension construct. All of the constructs were adapted from previous research. All items of the constructs had been scored using Likert scale from 1 (strongly disagree) to 7 (strongly agree). Data was collected from university academics throughout Indonesia. We distributed 900 questionnaires to the respondents of which 408 were returned, 7 questionnaires were incomplete, leaving 401 questionnaires for further analysis. This study applied Structural Equation Modelling (SEM) to establish the relationships and influences of the variables.SEM is the most suitable analysis to estimate the strength of causal relationship of construct (Hair *et al*l. 2001). The software packet PLS was use to evaluated the relationship between construct. PLS is more suitable for the exploratory studies and theory building purposes, whereas the covariance-based SEM is more appropriate for theory testing (Chin *et al*., 2003).

Reliability and Validity:
The Confirmatory Factor Analysis is performed by using PLS to check the validity of all indicators (item). The indicator will be valid if it's loading factor more than 0.5 or very significant. The loading factor shown on Table 3 below.

The validity is shown when measurement of indicators load have a greatest value on their assigned construct rather than on the other construct on CFA, (table 3) and the square root of the Average Variance Extracted (AVE) of each construct is larger than its correlations with other construct (table 4).

As shown on Table 3, all of loading factor more strongly on their respective factor than on the other construct. From Table 4, we know that the square root of Average Variance Extracted (AVE) of each construct is larger than its correlations with other construct. Therefore all indicators (items) are valid. From Table 5, we can see that all value of composite reliability are greater than 0.7 that's means all indicators are reliable to measure the latent variable. And as seen on Table 6, the Cronbach Alpha value more than 0.5 that means all item are reliable to measure the construct.

Table 4: Correlation Latent Variable and Square Root of AVE

	FC	IDV	INT	LTO	PDI	PEOU	PU	SI	UAI	USE	AVE	SQRT (AVE)
FC	1.000										0.644	0.802
IDV	-0.227	1.000									0.702	0.838
INT	0.265	-0.193	1.000								0.740	0.860
LTO	-0.155	0.339	-0.174	1.000							0.700	0.837
PDI	0.303	-0.481	0.207	-0.251	1.000						0.796	0.892
PEOU	0.670	-0.363	0.297	-0.236	0.329	1.000					0.780	0.883
PU	0.572	-0.410	0.356	-0.318	0.319	0.789	1.000				0.861	0.928
SI	0.284	0.003	0.145	-0.020	0.137	0.160	0.190	1.000			0.768	0.877
UAI	-0.090	0.089	-0.010	0.223	-0.170	-0.155	-0.125	-0.108	1.000		0.897	0.947
USE	0.439	-0.318	0.260	-0.166	0.210	0.456	0.429	0.174	-0.118	1.000	0.692	0.832

Table 3: Result of CFA Analysis

	FC	IDV	INT	LTO	PDI	PEOU	PU	SI	UAI	USE
B101	0.1936	0.0431	0.0988	-0.0207	0.0444	0.0715	0.1353	0.8799	-0.1670	0.1169
B102	0.1696	0.0325	0.1184	-0.0193	0.0820	0.0814	0.1292	0.8870	-0.0904	0.1065
B103	0.2421	0.0596	0.1170	-0.0101	0.1209	0.1142	0.1270	0.9045	-0.0971	0.1645
B104	0.3608	-0.1060	0.1650	-0.0217	0.2072	0.2625	0.2585	0.8330	-0.0400	0.2033
B11	0.5859	-0.3477	0.2579	-0.2247	0.2427	0.8783	0.6745	0.1545	-0.1859	0.4229
B12	0.5622	-0.3036	0.2369	-0.2160	0.2716	0.8422	0.7189	0.1223	-0.0776	0.4123
B13	0.6316	-0.3292	0.2623	-0.2081	0.3495	0.9202	0.6956	0.1236	-0.1331	0.3912
B14	0.5848	-0.3008	0.2903	-0.1834	0.2947	0.8895	0.6969	0.1633	-0.1524	0.3859

B21	0.5318	-0.3901	0.3715	-0.3112	0.3346	0.7519	0.9210	0.1342	-0.1097	0.4069
B22	0.4972	-0.3291	0.2950	-0.3098	0.2543	0.6998	0.9114	0.1924	-0.1163	0.3860
B23	0.5528	-0.4040	0.3233	-0.2922	0.3197	0.7506	0.9402	0.1873	-0.1275	0.3873
B24	0.5383	-0.3944	0.3284	-0.2689	0.2716	0.7246	0.9395	0.1957	-0.1095	0.4123
B81	0.8811	-0.2297	0.2483	-0.1662	0.2725	0.6787	0.6021	0.2136	-0.0672	0.4479
B82	0.8546	-0.1791	0.2078	-0.0942	0.2526	0.4818	0.4307	0.2248	-0.1088	0.4032
B83	0.8332	-0.1966	0.2731	-0.1663	0.2949	0.6163	0.4945	0.2394	-0.0659	0.2993
B84	0.6109	-0.0843	0.0625	-0.0339	0.1028	0.2737	0.1943	0.3042	-0.0291	0.1851
C11	0.3481	-0.2435	0.2104	-0.1322	0.1708	0.4035	0.4047	0.2056	-0.1408	0.8383
C12	0.3661	-0.2494	0.2375	-0.1229	0.1442	0.3419	0.3268	0.0344	-0.0622	0.8119
C13	0.3751	-0.3224	0.2424	-0.1858	0.2327	0.3964	0.4026	0.1199	-0.0667	0.8707
C14	0.3345	-0.2643	0.1830	-0.1400	0.1548	0.3515	0.3244	0.1460	-0.0368	0.8329
C15	0.3967	-0.2394	0.2014	-0.1096	0.1659	0.4012	0.3245	0.2187	-0.1757	0.8037
C311	0.2402	-0.1499	0.8342	-0.1336	0.1901	0.2536	0.3345	0.1582	0.0045	0.2330
C312	0.2282	-0.2012	0.8449	-0.1717	0.2080	0.2382	0.3402	0.1399	-0.0024	0.2672
C313	0.1791	-0.1603	0.8903	-0.1285	0.1808	0.2153	0.2848	0.0759	0.0169	0.1727
C314	0.2498	-0.1644	0.8760	-0.1306	0.1614	0.2593	0.2667	0.0996	-0.0089	0.1955
C315	0.2342	-0.1466	0.8550	-0.1749	0.1424	0.3041	0.2861	0.1341	-0.0516	0.2279
I1	-0.1230	0.7909	-0.1289	0.2326	-0.3150	-0.2236	-0.2452	-0.0223	0.0253	-0.1972
I3	-0.2248	0.8251	-0.1703	0.3160	-0.4677	-0.3507	-0.3789	0.0279	0.1135	-0.2809
I4	-0.2015	0.8941	-0.1761	0.2878	-0.3973	-0.3120	-0.3755	-0.0068	0.0672	-0.3003
L1	-0.1171	0.3139	-0.1485	0.8458	-0.2490	-0.2080	-0.2463	-0.0327	0.2231	-0.1449
L2	-0.1639	0.1867	-0.0867	0.7228	-0.0841	-0.1510	-0.1641	-0.0088	0.0775	-0.0797
L4	-0.1237	0.3286	-0.1842	0.9282	-0.2644	-0.2236	-0.3542	-0.0101	0.2306	-0.1756
P1	0.3083	-0.4861	0.2404	-0.2570	0.9489	0.3022	0.2960	0.1392	-0.1372	0.2115
P2	0.2969	-0.4151	0.1169	-0.2168	0.8923	0.3420	0.3222	0.1524	-0.2100	0.2095
P3	0.1764	-0.3751	0.2173	-0.1925	0.8311	0.2072	0.2137	0.0501	-0.0806	0.1178
U2	-0.0976	0.0593	-0.0089	0.1880	-0.1673	-0.1450	-0.1223	-0.0718	0.9434	-0.1041
U4	-0.0730	0.1077	-0.0100	0.2326	-0.1544	-0.1489	-0.1142	-0.1310	0.9507	-0.1181

Table 5: The value of AVE, SQRT(AVE), Composite Reliability, R-Square, and Cronbach Alpha of all construct

Construct	AVE	Composite Reliability	R Square	Cronbachs Alpha
FC	0.6435	0.8764	0.1049	0.8170
IDV	0.7019	0.8757		0.7917
INT	0.7402	0.9344	0.1336	0.9125
LTO	0.6998	0.8738		0.7836
PDI	0.7958	0.9210		0.8742
PEOU	0.7797	0.9339	0.1794	0.9054
PU	0.8614	0.9613	0.6515	0.9464
SI	0.7683	0.9298	0.0327	0.9000
UAI	0.8970	0.9457		0.8853
USE	0.6919	0.9182	0.2151	0.8885

Hypotheses Testing:

In this study we use 2 significant level there are $p < 0.05$ (t > 1.96) and $p < 0.001$ (t>2.58). The result shows, the most conspicuous is the UAI (UncertaintyAvoidance) had no effect on all constructs. This is consistent with the hypothesis that UAI had no effect on all constructs. Meanwhile, LTO has an influence on PEOU and PU, but has no effect on the other constructs, exactly the same as the initial hypothesis. Another finding are PDI has an effect on all of the construct except on the PU, and IDV which has an effect on all of the construct also except on the Social Influence. The hypotheses result can be seen on Table 6 below.

Table 6: Hypothese Testing Result

Hypotheses	Path	Original Sample (O)	(STDEV)	T Statistics		Result
1	PEOU -> INT	0.03980	0.06106	0.65179		not supported
2	PU -> INT	0.30942	0.09277	3.33537	***	supported
3	SI -> INT	0.07983	0.03817	2.09107	**	supported
4	FC -> USE	0.39861	0.03747	10.63777	***	supported
5	PEOU -> PU	0.72523	0.02910	24.92123	***	supported
6	INT -> USE	0.15393	0.03592	4.28585	***	supported
7a	PDI -> PEOU	0.17630	0.04106	4.29360	***	supported
7b	PDI -> PU	0.00414	0.02812	0.14730		not supported
7c	PDI -> SI	0.16700	0.05462	3.05746	***	supported
7d	PDI -> FC	0.24102	0.04412	5.46305	***	supported
8a	IDV -> PEOU	-0.23962	0.03988	6.00835	***	supported
8b	IDV -> PU	-0.10765	0.02793	3.85411	***	supported
8c	IDV -> SI	0.08767	0.05271	1.66339	*	not supported
8d	IDV -> FC	-0.08927	0.04308	2.07243	**	supported
9a	*UAI -> PEOU*	-0.08365	0.04614	1.81315	*	supported $H9a_0$
9b	*UAI -> PU*	0.02389	0.02569	0.93001		supported $H9b_0$
9c	*UAI -> SI*	-0.09031	0.05128	1.76124	*	supported $H9c_0$
9d	*UAI -> FC*	-0.02779	0.04699	0.59135		supported $H9d_0$
10a	LTO -> PEOU	-0.09145	0.03922	2.33198	**	supported
10b	LTO -> PU	-0.11534	0.02626	4.39308	***	supported
10c	*LTO -> SI*	0.01210	0.04915	0.24612		supported $H10c_0$
10d	*LTO -> FC*	-0.05828	0.04397	1.32555		supported $H10d_0$

$* \ p < 0.1 \quad ** \ p < 0.05 \quad *** \ p < 0.01$

Discussion:

Testing the hypotheses indicate that the hypotheses H1 to H6 which is based on the original UTAUT, all proven except H1. This means that the UTAUT model is quite suitable to be applied in Indonesia. However, it should be underlined that PEOU has no direct influence on the INT (Intention to use ICT). Indonesian people do not care whether the new system is difficult or easy to use.

However PEOU directly affects the PU and PU in turn will affect the INT. That is, the usability is much more important than the ease of use for the people of Indonesia. On the other hand, it is proven that the availability of support facilities affect the use of ICT.

Power Distance Index (PDI) has an influence on all constructs except PEOU. This shows that the people of Indonesia adherence to the boss is still very dominant. This fits with the finding of Hofstede' research that the degree of PDI is high (78). Similarly, the IDV score is low (14), it means Indonesian are not individualistic but colectivist. In general, the Indonesian like to work together, as a group together. Therefore, an individual decision-making influenced by group or environment. The environment could be family, friends, peer, co-workers etc, who always interact with them intensively. Thus, it is easy to understand that the IDV has effect on all construct except SI.

Regarding   UAI   (User   Avoidance),   thedegreetowhich peoplefeelthreatenedbyuncertain,unstructuredsituationsandambiguity. UAI has no effect on any constructs, this can be explained because the degree of UAI on Hofstede's score was 48 which was a bit average, so the nature of UAI is not visible clearly. Therefore, this research proves that the UAI did not have any effect as presented in the initial hypothesis.

Long Term Orientation (LTO) dimension, this implies that all decision-making to be considered whether it will be more helpful and beneficial in the future or not. It turns out in this study, LTO effect on PEOU and PU. Therefore, if ICT is felt to bring a lot of benefits in the future (PU) then one can accept and no need highly effort to use.

Conclusion:

This study proposed and explore the influence of culture dimension on UTAUT Model regarding the ICT acceptance in Indonesia. The finding indicate that the UTAUT model quite suitable Indonesia, although there is one Hypothesis fail to be proven (H1). The PEOU not influence the Intention directly, but PEOU still influence the PU, whilst PU influence the Intention directly. While another hypotheses (H2 to H6) can be proven.

Regarding the culture dimension's role, this research come to conclusion as follows:

First, Power Distance has an effect on all construct except the PU. That's mean almost all of respondents still need direction from the top management who had a power to forcing the policy in ICT usage. It can be understood from the proven H7a to H7d.Second, the individualism/collectivism dimension also has an effect on almost all constructs. Most of the respondents had influenced by the others, friends, families or peer in using ICT. It shown from the H8a to H8d.It explains that the implementation of ICT in order to succeed we need leaders who are able to force, and a conducive environment also has a great influence.Third, the future orientation paradigm (Long Term Orientation) still slightly influence the acceptance of ICT, especially in Perceive ease of Use and Perceived Usefulness.If there are any future advantages in using ICT then the individual will accept it.Fourth, UAI has no effect on any constructs. It is clear that these dimensions can be ignored, especially in cases where the population is academics. It can be concluded also that the academics are not too afraid of the uncertainty in the use of ICT.

Briefly to increase the acceptability of ICT acceptance in Indonesia is necessary to note that the pressure factor of leadership is very influential as well as environmental factors and the availability of support facilities nearby.

In the future, the researchers have to consider to use other theory such as pure UTAUT (Unified Theory o Acceptance and Use of Technology) which had been claimed by Venkatesh as the best theory in explaining technology acceptance (Venkatesh*et al*., 2003). It still need a proof to implementing in developing country especially Indonesia. Because Indonesia is very unique, with its various races and various conditions. We suggest to using data clustering first based on cultural dimensions, it will help the researcher to develop the research model easily and comparable each other. And we can suggest also to use the cultural dimension as moderator variable (Yoon, 2009).

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