

# A Cultural perspective of m-commerce adoption in Indonesia case study University of Indonesia

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## Abstrak

The success of information technology is illustrated by the penetration of mobile communication devices within the society. These devices enable new means of interaction between people and data. This interaction is then called mobile commerce (mcommerce).

M-commerce is widely used due to its mobility and ubiquity advantages. The author is interested to study the cultural effects toward m-commerce adoption in Indonesia, since the nature of communication itself is generally impacted by culture. To do so, the author tries to conduct a research based on cross cultural theories on technology adoption. The author also incorporated the work of Hofstede in [8] to define the cultural profile of Indonesia.

This research mimics the research procedures of Harris et al. which had studied the mcommerce adoption in Hong Kong. Several adjustments were made to fit with Indonesian conditions. This research finds that Indonesia as collectivist culture tends to adopt synchronous m-commerce services and is sensitive to the price of services. As a high power distance culture, Indonesia is more likely to adopt hedonic services. These characteristics of m-commerce adoption can also be found in Hong Kong which has similar cultural profile with Indonesia.