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Analysis of Interest in Using Innovative Technology of Android-Based Coffee Roasting Machine Among Lombok Island SMES

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Abstract

The purpose of this study is to find out things that can motivate or encourage the interest of MSME entrepreneurs (Micro, Small and Medium Enterprises) in using and utilizing innovative technology for Android-based coffee roasting machines. This research is qualitative phenomenological research, with data collection techniques using observation, documentation, and interviews as well as using data triangulation techniques. This research was conducted and aimed at UMKM (Micro, Small, and Medium Enterprises) coffee business actors on the island of Lombok who has used an Android-based coffee roasting machine, with 4 informants who are coffee business actors on Lombok Island. The findings in this study found that the things that can motivate interest in using this innovative technology are related to the effectiveness of the machine itself and also references or sources of information on the ease of using or operating the machine, as for the perceived ease of using an Android-based coffee roasting machine in this study. this is quite high, namely 62.9%, then the perception of product quality is 14.51%, interest in using is 77.41%, reference content for using the machine is 22.58%, and ease of use is 62.9%. Interest in using an android-based coffee roasting machine which is an innovative technology because it utilizes the results of existing technological activities such as utilizing android technology which can be innovated into something new.

Keywords: *MSME; Innovative Technology; Perceived Convenience; Perceived Product Quality; Reference Content; Interest in Using; Ease of Using Machines*

Introduction

Along with the times, the world has entered an era of rapid modernization and transformation. This is marked by the development and progress of science which has an impact on the use of technology and will become part of people's daily life which is slowly being applied to all sectors of life.

Indirectly technological advances cause the phenomenon of behavioral changes, including changes in values, attitudes, and patterns of thinking. These changes tend to move from a completely traditional situation to a more advanced or modern condition. The changes faced certainly have an impact, one of which is creating competition, especially in the business world. Technological developments and advances have penetrated the business world or the business sector as evidenced by the use of technology among MSME business actors (micro, small and medium enterprises). This sector can be run by

individuals, households, or small business entities.

Herman (2021) in his presentation on online media (Beritasatu.com) MSMEs (Micro, Small, and Medium Enterprises) are the backbone of employment and a driving force for the national economy, especially for business actors in the coffee sector which the government hopes to produce. export commodities and become a strong national brand, for this reason, the interest or motivation to innovate MSMEs (Micro, Small, and Medium Enterprises) in carrying out business activities and to meet market needs must continue to be increased, one of which is by utilizing innovative technology.

Potentially from the coffee commodity, various kinds of derivative products can be produced, both from the main product which can generally be traded, namely coffee beans (Coffee Beans), and by-products including waste. However, in the coffee industry and trade in Indonesia, it is generally only concentrated in the processing of coffee beans, especially roasted coffee, ground coffee, extract coffee, dyed coffee, and decaffeinated coffee because coffee is one of the most consumed beverages. very popular with the people of Indonesia because of its taste and aroma, the coffee that is often consumed is Robusta and Arabica coffee (Duniaji, 2017).

The culture of drinking coffee has become a habit of the Indonesian people and the people on the island of Lombok are no exception, making drinking coffee a tradition that has been passed down from generation to generation in various activities. Even when making visiting visits, coffee drinks are a mandatory treat. Lombok's traditional coffee is in the form of black coffee from raw coffee beans which are roasted in a pan made of clay called kete and uses wood as fuel. The process of roasting coffee manually by utilizing a heat source from wood charcoal fuel generally uses a heat amount of 4000 kcal/kg (Ramadhan, 2018).

The process of roasting coffee beans manually by mixing 1 bag of sand or rice ¼ kg of coffee to produce black coffee which is burnt giving rise to a distinctive aroma, the roasting process is carried out for 15 minutes to 20 minutes by tossing and turning the coffee beans that are being roasted, then Roasted coffee beans are chilled and it takes 3 hours for the cooling process. When the cooling process takes place, the coffee that has been roasted mixed with sand or rice is filtered through a filter made of wood or wire, then finely ground to produce a coffee powder that is ready for consumption.

The existence of obstacles in the use of technology can certainly affect the low quality and taste of the coffee produced by business actors which has an impact on the production process and development of local coffee products. In accordance with NTB BPS data (Central Statistics Agency) coffee is one of the export commodities of NTB (West Nusa Tenggara) apart from minerals in the form of mining products, coffee exports from NTB, one of which is from the island of Lombok which is famous for producing robusta coffee originating from Sembalun village and several places in North Lombok regency. In July 2021 NTB coffee exports decreased, this occurred due to several factors, one of which was related to the production process to produce coffee products which involved the use of tools or machines by business actors which affected each stage of coffee processing and the coffee roasting perfection process which was not constant because it was influenced by two main factors, which depend on the heat temperature used and the roasting time.

According to Varnam and Sutherland (1994) based on the heat of roasting temperature, there are three types of roast coffee groups namely light roast temperature used 193 °C to 199 °C, medium roast temperature used 204 °C and dark roast temperature used 213 °C to 221 °C. to produce a light roast removes 3-5% of the water content contained in the coffee beans, a medium roast removes 5-8% and a dark roast removes 8-14% of the water content. Because there are types of roasted coffee groups that are affected by heat temperature and the length of time the roasting takes place, every business actor must be careful in carrying out the roasting process, especially traditional business actors who do not pay attention to the heat temperature and the color level of roasting coffee maturity.

Seeing that the use of innovative technology in MSME business actors will increase and the importance of technology as part of the means of empowering MSMEs, raises questions about what is behind the interest in using a coffee roasting machine. Then researchers will analyze more deeply related indicators that can influence intention to use such as perceived convenience, perceived usefulness, trust, and security.

According to Davis (1989), perceived ease is the level of one's confidence in something, that in its use it will be free from all forms of effort. Thus, ease of use is considered as an indicator that can motivate interest in using an Android-based coffee roasting machine. The ease of use referred to in this context is not only about the convenience that is obtained when learning and operating a technology, but also refers to the convenience and benefits that are obtained when using technology compared to not using technology. The perception of usefulness is also an important indicator in terms of the background to the use of innovative technology for Android-based coffee roasting machines. Davis (1989) states that the notion of benefit is the ability of the technology to generate profits. So that the perception of usefulness is defined as a measure of the ability or ability of a technology to bring benefits to its users.

Trust in technology by users can be considered important for the background of interest in using innovative technology for Android-based coffee roasting machines. Trust according to Morgan and Hunt (1994) is defined as an indicator of the psychological area in which the condition is when one of the parties involved in the exchange process can believe in the reliability and integrity of the other party. So that the assessment of user trust in technology is felt to be in line with the level of user interest in using an Android-based coffee roasting machine. The security of the technology is also something that can be behind the interest in using an Android-based coffee roasting machine. The level of security of a technology is important because the security guarantees provided can create a sense of security and trust in technology users and is the background for the interest in the number of users of innovative technology for Android-based coffee roasting machines.

Based on the description that has been described, there are still people or business actors who maintain traditional ways of processing coffee. In accordance with the information obtained through the ethnic owner of Lombok coffee, Dodi Adi Wibowo, as the originator of the idea for an Android-based coffee roasting machine, he is also aware that there is a lack of public interest in the use or utilization of innovative technology among coffee business actors which indirectly affects the sustainability of MSMEs. (Micro, Small and Medium Enterprises) coffee products typical of the island of Lombok.

Method

The research methodology used by the author is qualitative research (Qualitative Research) with a phenomenological approach which is a study that has an interest in analyzing and describing personal experiences or a phenomenon that occurs to an individual in their daily activities (Tuffour, 2017). Data collection in this study consisted of: (1) data in the form of words (text); (2) data in the form of images; (3) data in the form of information resulting from the answers of participants or informants. This research was conducted and aimed at UMKM (Micro, Small and Medium Enterprises) coffee business actors on the island of Lombok who have used an android-based coffee roasting machine which is the main topic of research, Based on the information obtained and the author's direct observations, this roasting machine is the first roasting machine in Indonesia that has standard technology for processing coffee beans and this machine is the original work of coffee entrepreneurs on the island of Lombok. This coffee roasting machine has the advantage of using an Android controller, to operate the machine you can use a smartphone connected to the machine via Bluetooth. There were 4 informants in this study, namely coffee business owners on Lombok Island. Data collection techniques in this study used observation, interviews, and documentation. This coffee roasting machine has the advantage of using an Android controller, to operate the machine you can use a smartphone connected to the machine via Bluetooth. There were 4

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Results and Discussion

From the results of the elaboration of the variable definitions on the research findings that have been presented in the previous chapters, the next is discussion and discussion. This chapter discusses the interrelationships of the findings from the research results that can generate interest in using as described below.

Table 1. Research Analysis

<table>
<tr><td colspan="3">Analysis of Interest in Using Innovative Technology for Android-Based Coffee Roasting Machines for MSMEs on Lombok Island</td></tr>
<tr><td colspan="3"></td></tr>
<tr><td colspan="2">Perception of Machine Effectiveness</td><td>Reference Perception</td></tr>
<tr><td colspan="2">  </td><td>  </td></tr>
<tr><td>Perceived Ease of Use of Machines</td><td>Perception of Product Quality produced by Roasting Machines</td><td>Machine-Referenced Content Perception</td></tr>
</table>

Table 2. Frequency of Analysis Results

CATEGORY	THEME	FREQUENCY	TOTAL	PERCENTAGE
Perceived Ease of Use of Machines	Operation	15	39	24.19 %
	Ability	23		37.10 %
	convenience	1		1.61 %
Perception of Product Quality produced by Roasting Machines	Color	3	9	4.84 %
	Flavor	5		8.06 %
	Cleanliness	1		1.61 %
Machine-Referenced Content Perception	Reputation	4	14	6.45 %
	Usage Information	10		16.13 %

Based on the results of the research that has been done, the aim of this research is to find out things that can motivate or encourage the interest of MSME (Micro, Small, and Medium Enterprises) entrepreneurs in using and utilizing innovative technology for Android-based coffee roasting machines. and in accordance with the research finding,s it is known that there is a relationship between user perception variables related to the effectiveness of roasting machines and references that can influence interest in using android-based coffee roasting machines. based on table 1. above, 2 (two) categories were obtained from several emerging themes as shown in table 2. through the process of observation, and interviews,

In accordance with the research objectives regarding matters that can motivate or encourage the interest of MSME coffee business actors to use innovative technology for Android-based coffee roasting

machines and related to this MSME (Micro, Small, and Medium Enterprises) which is a general term in the economic world that refers to business productive economy owned by individuals or business entities in accordance with the criteria stipulated by Law no. 20 of 2008 if we review it based on the income earned, it is very closely related to operational costs. This means that when running a business, MSME actors (Micro, Small, and Medium Enterprises) use the lowest possible operational costs. The findings in this study found that the things that can motivate interest in using this innovative technology are related to the effectiveness of the machine itself and also references or sources of information on how easy it is to use or operate the machine. As stated by Davis (1989) where there is a model related to references that can generate interest in the use of a new technology called the Technology Acceptance Model (TAM) is a theory of an information system that is designed and developed to explain how later the user (user) can understand and use technology. Meanwhile, according to Wibowo (2008), the purpose of this model is to explain the main factors of user behavior or attitudes toward the presence of new technology. It can be understood from the factors that can influence a person's attitude towards the emergence of a technology that users tend to use the system if it is easy to use and can bring benefits to its users.

Discussing behavior in this study is in line with Ngafifi's opinion (2014) that existing technology is an aspect that can affect every activity, action, and behavior. This means that technology is able to influence mindsets that have an impact on activities, actions, and behavior so that it creates two possibilities, namely a person's tendency to use or vice versa. Technology is certainly inseparable from creativity and innovation which are the spearheads in facing dynamically developing competition. Creativity and innovation can occur in all levels of society and do not depend on one's level of education. An important precondition for supporting the creativity and innovation process is the high level of sensitivity to needs or to environmental changes, such as the existence of an Android-based coffee roasting machine where previously or several years ago MSME business actors roasted coffee manually or using an ordinary roasting machine but now there is technology. innovative, namely an Android-based coffee roasting machine that adapts to user needs, in this case, coffee MSME business actors and the roasting machine is in accordance with changes or developments in the era of Android controller technology which is an innovative technology. Innovative technology here is something new or is an improvement or is the result of the creation, or transformation of inventions, discoveries, ideas, analysis, knowledge or data or information. This innovative technology in everyday life can be interpreted in two senses. The first, is defined as the development of an idea, or a new object that is utilized by someone, for example in this case the coffee MSME business actor. The second meaning is not a product or an idea, but how something new can be formed and utilized which has an impact or benefits to make work easier.

As is often said, innovation in some sense is called forth or triggered in response to demands or more commonly called market pull or demand pull. But on the other hand, the ability of science can affect the innovation process and is called technical knowledge push or technology push, just as science develops according to the needs of its masses (Interner of Things). The formation of an innovative technology is a complex process, by utilizing the results of technological activities. Technological innovation takes the form of something new, or is an important improvement in the form of products, processes or services. The results of technological innovation usually appear in several forms, such as inventions, designs, new data, or new knowledge such as the implementation of Interent of Things knowledge into a coffee roasting machine based on Android controller technology. The deployment of innovative Android-based coffee roasting machine technology in this study is highly dependent on several factors, for example such as economic factors where MSME business actors tend to reduce operational costs in the production process, social and political where there is a need for government support regarding needs or facilities that can support sustainable use innovative technology among coffee MSME business actors, then from the socio-cultural environment system there is a need for socialization or dissemination of information related to the use of innovative technology for Android-based coffee roasting machines that can support the sustainability of coffee production belonging to MSME business actors,

In contemporary western culture, what really influences the spread of technological innovations that can lead to innovative technologies is the view or perception of someone who wants something new, bigger or better. Therefore, sometimes it is necessary to implement new or improved strategies, such as by utilizing the results of existing technological activities, such as Android technology, which can take the form of something new, or important improvements can be made that produce a product. Such as the innovative technology of Android-based coffee roasting machines which are individual innovations that want something new, namely by changing an ordinary coffee roasting machine, then equipped or adding an Android controller so that it provides benefits and convenience for users to carry out the coffee roasting process.

In accordance with the theory of the Technology Acceptance Model (TAM) in this study, SMEs as users of Android-based coffee roasting machines make sustainable use, meaning that UMKM as users feel the convenience, benefits, trust or confidence and security of the machine's innovative technology. Android-based coffee roasting as explained in the form of Technology Acceptance Model (TAM) in Figure 2.1 Form of Technology Acceptance Model (Davis F., 1989). in the picture there is a perception of ease (Perceived Ease of Use).

Perceived ease of using an android-based roasting machine in table 7.2. has a fairly high percentage as an indicator that can generate interest in using an Android-based roasting machine that is equal to 62.9%, the perception of MSME business actors as users regarding ease of use is supported for several other reasons such as machine operation, the ability of the machine to carry out its functions and ease of use. in carrying out maintenance. Perceptions related to ease of use are internal factors that can convince users to generate interest in using them, because external factors tend to be based on user ratings of the physical form of the roasting machine and the completeness of artisanal features as well as the sophistication of the available Android-based controllers. besides that other external factors such as utilizing internet of things technology and having various control features such as turning on and off the engine, temperature, and others. UMKM as a user (user) can monitor the entire process remotely with only a Bluetooth connection on a cellphone up to a maximum distance of 200 meters, as for controls such as roasting time control, where generally roasting coffee beans takes a long time ranging from 1 hour to 2 hours but now it can be done within 12 minutes to 15 minutes, then there is a hot steam control that is released where with this steam control feature the user can adjust the roasting coffee maturity level such as light, medium, dark. According to Varnam and Sutherland (1994) based on the temperature of hot steam roasting there are three types of roast coffee groups, namely light roast temperatures used 193 °C to 199 °C, medium roast temperatures used 204 °C and dark roast temperatures used 213 °C to 221 °C. to produce a light roast removes 3-5% of the water content contained in coffee beans, a medium roast removes 5-8% and a dark roast removes 8-14% of the water content, using artisan features available on three types of Android-based coffee roasting machines This group of roasted coffee can be done, all you have to do is make the settings according to the user's wishes, then there is a cooling control for the roasted coffee beans, Generally, cooling takes between 2 hours and 3 hours using an Android-based coffee roasting machine equipped with cooling fans that can stop the coffee ripening process and takes about 30 minutes to cool down. The sophistication and completeness of the artisan features of the innovative Android-based coffee roasting machine technology that has been described is able to present a perception regarding ease of use among MSMEs of coffee products. Discussing coffee products, of course MSMEs as users pay attention to the quality of coffee or the quality of the products produced when roasting using an Android-based coffee roasting machine which presents perceptions regarding product quality.

Perceptions of product quality in this study affect interest in using 14.51% where the product quality includes the color of the coffee produced, the taste of the coffee produced and the level of cleanliness of the coffee produced using an Android-based coffee roasting machine, product quality determines the taste of the product produced or it can be said that this stage is a very crucial process

compared to all stages of coffee processing such as the processing carried out, namely from red coffee beans (cerry) to processing into grain (HS), then unhulled into rice (green bean) and the next process is rice coffee (green bean) is roasted (roasted) to become roast been, then it is ground or ground or powdered (greender) until it becomes coffee powder which is ready to be brewed and enjoyed.In each coffee processing process, the coffee flavor can be varied according to taste, depending on how the roasting process is done.

Perceptions of product quality arise because of the benefits obtained in terms of roasting color, coffee taste, and level of cleanliness according to the wishes of the user. Roasting Coffee is cooking coffee, basically roasting is the process of removing the water in the coffee, drying and developing the beans, reducing the weight to give the coffee its aroma. When coffee is cooked there is a chemical reaction that accompanies it so that the character of the coffee beans changes. The longer the coffee beans are cooked, the more the chemical characteristics change. When coffee is roasted, the coffee turns brown. Therefore, if the coffee beans are darker, it means they are roasted longer. However, roasting coffee beans is not a simple thing. as simple as putting it in the machine and then roasting it. Coffee beans will actually produce different coffees when roasted at different temperatures even though the end result is the same color, because coffee roasting technique is an art. Coffee will also change from endothermic (absorbs heat) to exothermic (produces heat) during the roasting process. The chemical reaction of coffee during roasting creates various components that affect the taste of coffee. During the roasting process, coffee beans will also produce "coffee bean essence" which comes from the chemical reactions that occur. The essence of the coffee bean is coffee oil. Then, coffee oil becomes coffeeol (a type of floating oil), but it is also soluble in water, but by adjusting the roasting procedure,

With MSME business actors using an Android-based coffee roasting machine, coffee roasting can be carried out with the standards as previously explained, namely; light roasts, medium roasts, and dark roasts. Light Roast (Light Brown) At this roasting level, the taste is sour, the aroma of roasting is less pronounced, the first stage of coffee beans that have been roasted for a few minutes will expand slightly. Light roast Is a phase in roasting that has the lowest level of maturity. The coffee beans will have a light brown color because the heat absorption process does not take too long, oil also does not appear on the coffee beans and the coffee beans tend to be dry. Light roast has a coffee bean temperature in the range of 180°C – 205°C. At a temperature of around 205°C, the first crack occurs and at that time the roasting process is stopped. Coffee that is roasted at this level has high acidity and caffeine. Medium Roast At this roasting level, the taste is sweet and the aroma of roasting smoke is very sharp, because the coffee beans emit a lot of smoke, the color gets darker until it becomes oily and the sugar content starts to carbonize. Medium Roasting is the most widely used roasting level. Coffee beans will be darker in color when compared to a light roast but lighter when compared to a dark roast. Just like a light roast, on a medium roast, the coffee beans don't release oil on the surface. The medium roast has a coffee bean temperature in the range of 210°C and 220°C. At this temperature is the temperature at which the first crack is over but the second crack has not yet occurred. In addition to lower caffeine, Medium roast produces coffee that tends to balance aroma, balanced acidity and produce lots of flavors. striking, because it has characteristics such as citrusy, earthy, and buttery. Dark Roast Is the most mature level in the coffee roasting process, if it exceeds this level, the coffee will not taste good. The color of the coffee beans will be darker when compared to other roast levels. In a dark roast, roasted coffee beans release oil on the surface. The taste of the coffee will also tend to be bitter and cover up the distinctive taste of each coffee. Dark roasts are finished roasting when the second crack has occurred or at around 240°C. For those who like coffee with a thick coffee body, the dark roast profile is perfect. because it has characteristics such as citrusy, earthy, and buttery. Dark Roast Is the most mature level in the coffee roasting process, if it exceeds this level, the coffee will not taste good. The color of the coffee beans will be darker when compared to other roast levels. In a dark roast, roasted coffee beans release oil on the surface. The taste of the coffee will also tend to be bitter and cover up the distinctive taste of each coffee. Dark roasts are finished roasting when the second crack has occurred or at around 240°C. For those who like coffee with

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The reference content in this study is quite influential in generating interest in using an Android-based coffee roasting machine as shown in table 7.2. Reference content generates 22.58% of perceptions of interest in using an Android-based coffee roasting machine, the intended reference content contains usage reputation and information on machine usage. Instructions for use can lead to someone's perceptions or views regarding a machine or tool and these instructions for use can make it easier for us to understand a tool, for example in this study such as using an Android-based coffee roasting machine. Generally, these instructions for use are contained in the nameplate, brochure, product use manual or video content to be able to provide the correct way of use,

Figure 7.1. Internet media references (Educational & Informative Content)

In short, it can be understood that the link between the user's perception of the effectiveness of an Android-based coffee roasting machine with reference is where potential users can find out the effectiveness of the machine's work through information that is used as a guide or reference, for example, such as instructions for using a tool or advantages of using it. Android-based roasting machine, where the information is obtained through reference content such as social media YouTube, Instagram, Facebook, to print media such as newspapers and so on.

Referring to table 2, namely the frequency table of research results, the main reason for the emergence of interest in using by MSME business actors is due to the emergence of perceptions related to the ease of use of the machine, which, if percentaged as a whole, is equal to 62.9%. The ease of use of the machine is supported by the operation of the machine, the ability of the machine to carry out its functions, the ease of maintaining the machine, but based on the results of research by conducting in-depth interviews, the ability of the roasting machine to have a number of frequencies that appear very dominating compared to other reasons or factors, such as those it is known based on the results of interviews the ability of the roasting machine is equipped with android control and there are various kinds of artisanal features that can be set by yourself,

Interest in using innovative coffee roasting machine technology based on Android, Umkm in Lombok Island in this study was obtained from user perceptions related to the effectiveness of the roasting machine itself which provides ease of use and provides good product results and interest in using it is influenced by various forms of reference usage such as found on internal networks, especially social media YouTube, Instagram, Facebook to print media such as newspapers which can increase social media engagement rates or user interest (MSMEs) in using Android-based coffee roasting machines.

Conclusion

Interest in using an Android-based coffee roasting machine which is an innovative technology because it utilizes the results of existing technological activities such as utilizing Android technology which can be innovated into something new, or important improvements can be made that produce a product that provides convenience, usability, security as well as trust. As is the case with innovative technology for Android-based coffee roasting machines which are individual innovations that want something new, namely by changing an ordinary coffee roasting machine, then equipped or adding an Android controller so that it provides benefits and convenience, security and trust for users to do the coffee roasting process.

Based on internal factors, namely according to the opinion of Jogiyanto (2007) where things that can be a measure of interest in using something is the emergence of the desire to use, then start trying to use, and can continue in the future, so that internal factors arise consciously from within someone who can encourage and can bring feelings of pleasure or feels profitable, brings a sense of satisfaction then decides to use , this explanation is also in accordance with Hurlock's opinion (2004). The interest that arises based on these internal factors is also in line with the Theory of Planned Behavior (TPB) which is a model developed and proposed by Ajzen (1985), in theory states that the Theory of Planned Behavior (TPB) focuses on the things that determine a person's real behavior. In the Theory Planned of Behavior (TPB) model there are 3 (three) things, namely behavioral beliefs (behavioral beliefs) in this case are beliefs to start using, normative beliefs (normative beliefs) in this case are beliefs that emphasize thoughts or people's point of view as the user that the Android-based coffee roasting machine is able to provide benefits both in terms of ease of use and the quality of the product produced,

Based on external factors, this interest arises not from within the Umkm, but is influenced by other people's opinions, other people's experiences, or can be influenced by the media or references so that it can encourage interest as well as information related to convenience, usefulness, security because it discusses sophistication. - Sophistication in innovative technology of Android-based coffee roasting machines is complemented by several artisan features such as Automatic On/Off, Time & Temperature settings, remote control, saves electricity because it only requires 40-50 watts of power to operate, saves fuel , there is a level of uniformity of maturity Menu Light (Temperature 195 degrees C), Menu Medium (Temperature 202-210 degrees C),Menu Dark (Temperature 215 degrees C) so that it can generate interest in using and this Android-based coffee roasting machine is superior to other roasting machines that are not equipped with Android technology.

Meanwhile, if reviewed based on the theory of Technology Acceptance Model (TAM) which explains whether the user (user) can understand and easily use the presence of new technology which is analyzed based on factors from the behavior or attitude of the user (user) towards the presence of new technology and based on research that has been done that is understood from the factors that can influence a person's attitude or interest in the emergence of a technology is where system users tend to use the android-based coffee roasting machine because it is easy to use or easy to operate and can bring benefits to users such as when using a machine Android-based coffee roasting, the quality of the coffee products

produced is better than not using a machineAndroid-based coffee roasting, because the product results obtained have a uniform color of maturity, better coffee taste and maintained coffee cleanliness, for this it can be interpreted that the Android-based coffee roasting machine has effectiveness if used especially in this case for small and medium business actors coffee.

In accordance with the opinion of Crow and Crow (1984) who explained related to the characteristics of interest, one of them is such as (1) having a conscious and spontaneous concern for innovative technology of Android-based coffee roasting machines, as in this study, MSMEs as users really understand the advantages and the advantages of an android-based coffee roasting machine, because consciously MSMEs as users pay attention to the advantages or advantages of the roasting machine (2) have a happy feeling towards an android-based coffee roasting machine because it provides convenience, usefulness, security and trust in its use or operation,(3) consistent in using the android-based coffee roasting machine because it is felt to be profitable (4) conduct a search or observation of the android-based coffee roasting machine with various available reference sources, both social media references and print media (4) have tendency based on a person's experience because the experience is felt to be beneficial to the individual.

Based on the findings and data analysis in table 7.2. the effectiveness of the roasting machine raises interest in using 77.41%, this activity exists because the perception of the convenience provided includes operation, capability, and ease of carrying out machine maintenance, in addition to perceived ease, perceptions related to the quality of the product produced also provide a sufficient percentage of machine effectiveness can generate interest in using, the quality of the product itself includes the resulting color, taste, and the cleanliness of the coffee produced. not only the effectiveness of the machine, references provide a sufficient percentage in generating interest in using that is equal to 22.58%, the references in question are references related to the use of machines, for this reason, the reference here contains reference content for use that can support reputation. Interest in using innovative coffee roasting machine technology based on android UMKM in Lombok Island in this study arose from the effectiveness of the roasting machine itself which gave confidence regarding the ease of use bringing benefits such as a sense of security when used and providing good product benefits as well as interest in using it too influenced by various forms of references such as those found on social media YouTube, Instagram, Facebook to print media such as newspapers which can increase social media engagement rate networks or user interest (UMKM) in using Android-based coffee roasting machines.

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