

ABSTRACT

This research aims to know the factors that affect student interest in using e-learning system at the University of Mercu Buana Jakarta. The model used to understand students' interest in using e-learning system is Technology Acceptance Model (TAM) with 4 (four) constructs namely Perceived Usefulness / (PU), Perceived Ease of Use (PEOU), Attitude toward system usage (Attitude Towards Using / ATU), and behavioral use of the system (Behavioral Intention to Use / BITU).

The type of data used is the primary data obtained from the closed questionnaire. The type of sampling used is stratified random sampling. The sample size is 97 students, calculated using Slovin formula with 10% significance. The data obtained were analyzed by Partial Least Square (PLS) method using SmartPLS software.

Based on data analysis, the following results are obtained: (1) Perceived Ease of Use (PEOU) has significant effect on Perceived Usefulness (PU); (2) Perceived Ease of Use (PEOU) has significant effect on Attitude Toward Using (ATU); (3) Perceived Usefulness (PU) has significant effect on Attitude Toward Using (ATU); (4) Perceived Usefulness (PU) has significant effect on Behavioral Intention to use (BITU); (5) Attitude Toward Using (ATU) has significant effect on Behavioral Intention to Use (BITU).

Keywords : e-learning system, Technology Acceptance Model (TAM), Partial Least Square (PLS).



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi minat mahasiswa dalam menggunakan sistem *e-learning* di Universitas Mercu Buana Jakarta. Model yang digunakan untuk memahami minat mahasiswa dalam menggunakan sistem *e-learning* adalah *Technology Acceptance Model* (TAM) dengan 4 (empat) konstruk yaitu persepsi kebergunaan (*Perceived Usefulness/PU*), kemudahan pengguna persepsian (*Perceived Ease of Use/PEOU*), sikap terhadap penggunaan sistem (*Attitude Towards Using/ATU*), dan minat perilaku menggunakan sistem (*Behavioral Intention to Use/BITU*).

Jenis data yang digunakan adalah data primer yang diperoleh dari kuesioner tertutup. Jenis pengambilan sampel yang digunakan adalah *stratified random sampling*. Jumlah sampel sebanyak 97 Mahasiswa, dihitung menggunakan rumus Slovin dengan signifikansi 10%. Data yang diperoleh dianalisis dengan metode *Partial Least Square* (PLS) menggunakan *software* SmartPLS.

Berdasarkan analisis data diperoleh hasil sebagai berikut : (1) *Perceived Ease of Use* (PEOU) berpengaruh signifikan terhadap *Perceived Usefulness* (PU); (2) *Perceived Ease of Use* (PEOU) berpengaruh signifikan terhadap *Attitude Toward Using* (ATU); (3) *Perceived Usefulness* (PU) berpengaruh signifikan terhadap *Attitude Toward Using* (ATU); (4) *Perceived Usefulness* (PU) berpengaruh signifikan terhadap *Behavioral Intention to Use* (BITU); (5) *Attitude Toward Using* (ATU) berpengaruh signifikan terhadap *Behavioral Intention to Use* (BITU).

Kata kunci : sistem *e-learning*, *Technology Acceptance Model* (TAM), *Partial Least Square* (PLS).



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