

ABSTRACT

This study aims to examine the role of Technology Acceptance Model (TAM) to the satisfaction of Simulator Oscilloscope Software users at SMK Negeri 35 & 53 Department of Audio Video Engineering in Jakarta. The data used are primary data by using questionnaire. Data were analyzed using Positive Structural and Equation Model (SEM) using Partial Least Square (smartPLS 3.0). This research uses explanatory research design with quantitative method. The population in this study is the user of Simulator Oscilloscope at SMK Negeri 35 & 53 Vocational Audio Video Engineering of West Jakarta and the number of samples in this research is 100 respondents. Result of research indicate that there is positive and significant influence perceived ease of use and perceived use fullness to Attitude Toward Using, and Attitude Toward Using have positive and significant influence to user satisfaction, while perceived ease of use and perceived usefulness have positive but not significant effect to user satisfaction, and there is a positive and significant influence perceived ease of use on perceived usefulness, Attitude Toward Using is a mediation between perceived ease of use and perceived usefulness to user satisfaction. The path that states the strongest influence relationship is perceived ease of use has a positive effect on perceived usefulness.

Keywords: Technology Acceptance Model (TAM), perceived ease of use, perceived use fullnes, attitude toward using of Simulator Oscilloscope, and user Satisfaction

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RINGKASAN

Penelitian ini bertujuan untuk menguji peran dari Technology Acceptance Model (TAM) terhadap kepuasan pengguna Software Simulator *Oscilloscope* di SMK Negeri 35 & 53 Jurusan Teknik Audio Video di Jakarta Barat . Data yang digunakan adalah data primer dengan menggunakan kuesioner. Data dianalisis menggunakan *Structural positif dan Equation Model* (SEM) dengan menggunakan Partial Least Square (smartPLS 3.0). Penelitian ini menggunakan rancangan penelitian penjelasan dengan metode kuantitatif. Populasi dalam penelitian ini adalah pengguna Simulator *Oscilloscope* di SMK Negeri 35 & 53 Jurusan Teknik Audio Video Jakarta dan jumlah sampel dalam penelitian ini adalah 100 responden. Hasil dari penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan *perceived ease of use* dan *perceived use fulness* terhadap *attitude toward using*, dan *Attitude Toward Using* pengaruh positif dan signifikan terhadap *user satisfaction*, sedangkan *perceived ease of use* dan *perceived usefulness* berpengaruh positif namun tidak signifikan terhadap *user satisfaction*, serta terdapat pengaruh positif dan signifikan *perceived ease of use* terhadap *perceived usefulness*, *Attitude Toward Using* merupakan mediasi antara *perceived ease of use* dan *perceived usefulness* terhadap *user satisfaction*. Jalur yang menyatakan hubungan pengaruh paling kuat adalah *perceived ease of use* berpengaruh positif terhadap *perceived usefulness*.

Kata Kunci: Technology Acceptance Model (TAM), Persepsi Kemudahan, Persepsi Kegunaan, sikap Pengguna Simulator *Oscilloscope*, dan Kepuasan Pengguna

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