

ABSTRACT

This study aims to determine the factors that affect student interest in using information systems at Go-Jek at the University of Mercu Buana Jakarta. The model used to understand the interest of students in using information system at Go-Jek is Technology Acceptance Model (TAM) with 4 (four) constructs namely Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Towards Using (ATU), and Behavioral Intention to Use (BITU).

The type of data used is the primary data obtained from the closed questionnaire. Type of sampling used Probability Sampling (unknown population). Number of samples of 100 Students, calculated using the formula with unknown populations. The data obtained were analyzed using 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 Attitude Toward Using (ATU); (2) Attitude Toward Using (ATU) has significant effect on Behavioral Intention to Use (BITU); (3) Perceived Usefulness (PU) has significant effect on Behavioral Intention to Use (BITU) (4) Perceived Usefulness (PU) has significant effect on Attitude Toward Using (ATU); (5) Perceived Ease of Use (PEOU) has a significant effect on Perceived Usefulness (PU).

Keywords: information systems on Go-Jek, Technology Acceptance Model (TAM), Partial Least Square (PLS).



ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi minat mahasiswa dalam menggunakan sistem informasi pada Go-Jek di Universitas Mercu Buana Jakarta. Model yang digunakan untuk memahami minat mahasiswa dalam menggunakan sistem informasi pada Go-Jek 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 *Probability Sampling* (populasi tidak diketahui). Jumlah sampel sebanyak 100 Mahasiswa, dihitung menggunakan rumus-rumus *unknown populations*. 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 *Attitude Toward Using* (ATU); (2) *Attitude Toward Using* (ATU) berpengaruh signifikan terhadap *Behavioral Intention to Use* (BITU); (3) *Perceived Usefulness* (PU) berpengaruh signifikan terhadap *Behavioral Intention to Use* (BITU) (4) *Perceived Usefulness* (PU) berpengaruh signifikan terhadap *Attitude Toward Using* (ATU); (5) *Perceived Ease of Use* (PEOU) berpengaruh signifikan terhadap *Perceived Usefulness* (PU).

Kata kunci : sistem informasi pada Go-Jek, *Technology Acceptance Model* (TAM), *Partial Least Square* (PLS).

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