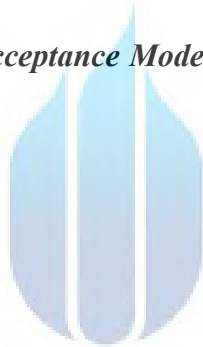


ABSTRAK

Pandemi Covid-19 mempengaruhi operasional dan kinerja karyawan perusahaan dengan adanya pembatasan bahkan larangan untuk berkerumun yang menyebabkan kinerja karyawan terhambat. Hal tersebut juga berdampak untuk perusahaan *startup* Viding yang bergerak pada *virtual wedding*. Tingkat penerimaan mengenai penerapan sistem manajemen kerja diukur dengan *Technology Acceptance Model*. Penelitian ini bertujuan untuk menganalisa apakah kemudahan penggunaan & kegunaan berpengaruh positif terhadap Kinerja Perusahaan. Populasi dalam penelitian ini adalah 36 responden yang merupakan karyawan perusahaan Viding. Penelitian ini menggunakan pendekatan kuantitatif dan analisis olah data SmartPLS. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kemudahan penggunaan pada *Technology Acceptance Model* terhadap Kinerja Perusahaan dan hasil uji hipotesis menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kegunaan pada *Technology Acceptance Model* terhadap Kinerja Perusahaan.

Kata Kunci: *Technology Acceptance Model (TAM) Usefulness, Ease of Use & Kinerja Perusahaan*



UNIVERSITAS
MERCU BUANA

ABSTRACT

Covid-19 pandemic has affected the operations and performance of the company's employees with restrictions and even prohibitions on crowds causing employees to not be able to work in the office optimally and to the point of being hampered. This also has an impact on the start-up company Viding which is engaged virtual weddings. The level of acceptance regarding the implementation of a work management system is measured by the Technology Acceptance Model (TAM). This study aims to analyze whether the Usefulness & Ease of Use have a positive effect on company performance. The population in this study were 36 respondents who were Viding company employees. This study uses a quantitative approach and analysis of SmartPLS data processing. The results showed that there was a positive and significant influence between ease of use in the Technology Acceptance Model on company performance and the results of the hypothesis test show that there is a positive and significant influence between usefulness of the Technology Acceptance Model on Company Performance.

Keywords: *Technology Acceptance Model (TAM) of Usefulness, Ease of Use & Company Performance*

