

ABSTRACT

ANALYSIS OF FACTORS INFLUENCING THE ACCEPTANCE OF AMANAH HARAMAIN WEBSITE USING TAM 2 METHOD

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Website is an online medium that continues to advance and is widely used for various purposes such as selling, promotion, education, and data input. Amanah Haramain is a website owned by PT. Amanah Sukses Mubarak, and the website's function is for leaders to be able to record congregation data. The problem is that only a few leaders are using the Amanah Haramain website. The purpose of this research is to determine the user acceptance factors towards the Amanah Haramain website and provide recommendations for user acceptance factors. The solution to solving the problem is by analyzing the acceptance factors of Amanah Haramain using the Technology Acceptance Model 2 (TAM 2) method by calculating and testing it using SEM-PLS. TAM 2 is an extension of the TAM method by adding variables such as Subjective Norm, Voluntariness, Image, Job Relevance, Output Quality, Result Demonstrability, and Perceived Ease of Use. The method used is TAM2 by excluding the Voluntariness and Experience variables to measure the level of website acceptance. The respondents chosen are leaders who have used the Amanah Haramain website, selected using purposive sampling. The measurement items use the Likert scale. The results obtained from the SEM-PLS test are all valid in terms of validity and reliability. Out of 11 hypotheses, 6 are accepted and 5 are rejected. The accepted hypotheses indicate that these hypotheses influence user acceptance. The recommendations provided are that individuals' willingness to use the Amanah Haramain website can be influenced by several factors, including the perception of others, individual roles or social environment, self-image, system compatibility, and perception of the benefits obtained. Although the ease of using the website can influence individual perceptions, there is no direct relationship between ease of use and perceived benefits. In this context, factors such as interest or interest in using technology and the desire to utilize it are crucial drivers in adopting the Amanah Haramain website. By understanding and acknowledging the influence of these factors, developers and service providers can design more effective strategies to increase individual acceptance and usage of the Amanah Haramain website.

Keywords : Amanah Haramain; Leader; SEM-PLS; TAM2; Website.