

## **ABSTRACT**

### **IMPLEMENTATION OF GREEN INFORMATION SYSTEM ADOPTION MODEL (GISAM) TO MEASURE THE DESIRES OF USING IT TELKOM PURWOKERTO LMS WEBSITE**

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*The implementation of conventional exams is considered to be less efficient due to the large costs incurred and the amount of paper used in the implementation of the exam, which causes it to be unfriendly to the environment because the need for paper raw materials for conducting offline exams is very large. Therefore, the solution needed is the use of the Telkom Purwokerto IT Learning Management System website application for carrying out online exams. This research applies GISAM to the Telkom Purwokerto IT LMS to evaluate the level of user acceptance of environmentally friendly practices in using the website. In this research, the GISAM method was used in the process of preparing the questionnaire, the variables for preparing the questionnaire used a combination of Ecological Beliefs (EB) and attitudes with the UTAUT-2 variable. Questionnaires will be given to active students in each LMS IT Telkom Purwokerto Study Program for the 2022/2023 academic year to collect data on user behavior regarding aspects relevant to environmentally friendly practices in using the system. The results of the research show that the factors that influence a person's desire to use and adopt the Learning Management System IT Telkom Purwokerto website application in carrying out online exams are influenced by the level of convenience or Effort Expectancy as well as hedonic motivation, namely feelings of fun and excitement in using the Learning Management System IT Telkom website application Purwokerto. Therefore, the solution provided by the author is to upgrade the Telkom Purwokerto IT Learning Management System so that it is easier and more comfortable for users to use.*

**Keywords : Green Information System (GIS), Green Information System Adoption Model (GISAM), Learning Management System (LMS), Website.**