ABSTRACT

IDENTIFICATION OF USER HABITS IN THE E-SERKOM APPLICATION USING THE GREEN INFORMATION SYSTEM ADOPTION MODEL METHOD

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Since 2016, the Faculty of Informatics at Telkom University Institute of Technology Purwokerto has conducted Competency Certification using paper-based media in the assessment process. The paper-based data management is considered inefficient and has a negative impact on the environment, especially with the increase in the number of students at the LSP P1 Faculty of Informatics at Telkom University Institute of Technology Purwokerto. In 2019, during the Covid-19 pandemic, the implementation of the Serkom TUK was conducted online using the e-serkom application. The use of paper in offline Serkom TUK implementation caused environmental damage and a cost comparison difference between offline and online implementations. The estimated cost incurred during offline implementation is around IDR 600,000 to IDR 650,000, while during online implementation, the cost is around IDR 400,000 to IDR 450,000. The observation objective is to determine the factors of behavioral habits of users of the e-serkom application at ST3 Telkom Purwokerto using the Green Information System Adoption Model (GISAM) method. This research uses the GISAM method to analyze the factors of behavioral habits of users of the e-serkom application at the Faculty of Informatics at Telkom University Institute of Technology Purwokerto. The Green Information System Adoption Model (GISAM) method is a combination of Ecological Beliefs (EB) and attitudes with variables from the Unified Theory of Acceptance and Use of Technology-2 (UTAUT-2) that will identify adoption behavior in the Green IS adoption model. The research methodology involves problem identification, literature review, research framework preparation, questionnaire preparation, questionnaire distribution, validity and reliability testing, hypothesis testing, and conclusion drawing. The results of the study indicate that two hypotheses are accepted regarding the acceptance of the e-serkom application because they meet the criteria of T-statistic value < 1.96, P-values > 0.05, and thirteen others are rejected because they do not meet the criteria of T-statistic value > 1.96, P-values < 0.05.

Keywords: Green Information System (GIS), Green Information System Adoption Model (GISAM), Serkom TUK, E-Serkom Application