

ABSTRACT

ANALYSIS OF ACCEPTANCE A WEBSITE USING THE TECHNOLOGY ACCEPTANCE MODEL METHOD (CASE STUDY: *ect.ittelkom-pwt.ac.id*)

By:

Almsaiah Farizki Ramdhani

20103097

Telkom Institute of Technology Purwokerto is one of the universities in Indonesia that has facilitated its students with English language competence conducted through a TOEFL-Like test named English Competensi Test (ECT) which is packaged in a web-based application. The ECT web experiences several problems such as lack of responsiveness, slow ECT application response, and frequent interruptions or errors. Problems on the ECT web need to know the acceptance related to the system to provide evaluation recommendations. The solution was carried out using the Technology Acceptance Model (TAM) with calculations using SmartPLS which considered five variables, namely ease of use (Perceived Ease of Use), Perceived usefulness, user Attitude (Attitude) and user Behavioral Intention (Behavioral Intention). The results of a total of five hypotheses have a positive influence on the acceptance of the ECT application so that the overall hypothesis test results are declared acceptable. In H1 Perceived Ease of Use (PU) has a positive effect on user Attitudes (ATT) with a t-statistic value of 8.510 and a p-value of 0.000, H2 Perceived usefulness (PU) has a positive effect on user Behavioral Intentions (BI) with a t-statistic value of 4.519 and a p-value of 0.000, H3 Perceived Ease of Use (PEOU) has a positive effect on Perceived usefulness (PU) with a t-statistic 47, 673 and p-value 0.000, and H5 perceived Attitude (ATT) affects user intentions (BI) with a t-statistic value of 12.393 and a p-value of 0.000, while in H4 perceived convenience (PEOU) has a positive effect on perceived Attitude (ATT) getting sufficient results with a t-statistic value of 3.107 and a p-value of 0.002. The recommendations proposed for system improvement are the need to improve the system, user convenience, user usability and develop features on the ECT system, so that the quality of ECT system services built in accordance with user needs.

Keywords : Acceptance, Smart PLS, TAM, TOEFL-Like.