ABSTRACT

ANALYSIS OF ACCEPTANCE FACTORS OF MOBILE BASED SATUDIKTI APPLICATION USING TECHNOLOGY ACCEPTANCE MODEL 2 IN BANYUMAS REGION

Feni Resti Anti
20103030

Satudikti is an information technology service designed to integrate various departments of higher education in Indonesia. This application has the potential to enhance the efficiency and effectiveness of higher education services, as well as improve the accessibility of higher education services. User acceptance of the Satudikti application, particularly in the Banyumas region, is of interest as this region has specific characteristics that need to be understood for the application to be well-adapted. Additionally, differences in technological infrastructure and internet accessibility levels necessitate an understanding of the extent to which users can access the application. This study was conducted with the aim of identifying factors that influence the acceptance of the Satudikti application by users in the Banyumas area. The approach used to analyze user acceptance is the Technology Acceptance Model 2 (TAM 2). Data was collected from seven universities in the Banyumas region. Using Smart-PLS to analyze the data yielded findings that factors such as perceived usefulness, ease of use, and the need for information have a significant impact on user acceptance of the Satudikti application in the Banyumas region. The results obtained from the validity and reliability tests show that each variable is valid and reliable. Hypothesis testing, examining the user experience of the Satudikti application with TAM2, yielded significant results for eight hypotheses H2, H4, H5, H6, H7, H8, and H11. However H1, H3, H9, and H10 were not significant as their p-values were less than 0,05. Recommendations from the study suggest that improving the performance, user-friendliness, and ease of use of the Satudikti application can enhance perceived usefulness and intention to use. Institutions are advised to support the voluntary use of the Satudikti application to strengthen its positive image among users.

Keywords: *Satudikti, TAM 2, Banyumas.*