ABSTRACT

FACTOR ANALYSIS OF STUDENT INTENTION TO ADOPT APPLICATIONS USING THE HEDONIC MOTIVATION SYSTEM ADOPTION MODEL (HMSAM) METHOD

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Evidence of the advancement of information technology is the existence of a digital library at every university in Indonesia. Telkom Institute of Technology Purwokerto is one of the universities that has implemented a mobile-based digital library called ITTP Digital library. This application provides access to digital resources, making it easier to find learning information for students. The use of mobile-based ITTP Digital library application is still not optimal, especially among students and the impact of application facilities for IT Telkom Purwokerto library and features provided by the application, such as research books, novels, and other learning materials, are not maximally utilized by the majority of students. This means that many students are not getting the full benefit of the campus investment in the development of the application. This study aims to analyze students' behavioral intentions in using the mobile-based ITTP Digital Library application. The Hedonic Motivation System Adoption Model (HMSAM) was chosen for the analysis method. The identification of variables and hypotheses is carried out to then serve as the basis for compiling questionnaires and indicators. Based on the T-Statistic Test, all variables have a significant value greater than 1.96. There are 10 accepted and significant variables, namely Control significant to Immersion with a value of 4,031, Curiosity significant to Behavioral Intention to Use with a value of 5,792, Control significant to Immersion with a value of 3,556, Joy significant to Behavioral Intention to Use with a value of 6,970, Joy significant to Immersion with a value of 4. 600, Perceived Ease of Use is significant to Control with a value of 16.412, Perceived Ease of Use is significant to Curiosity with a value of 11.455, Perceived Ease of Use is significant to Joy with a value of 15.624, Perceived Usefulness is significant to Perceived Usefulness with a value of 15.304, Perceived Usefulness is significant to Behavioral Intention to Use with a value of 3.556.
Keywords: Student Behavioral Intention Factors, HMSAM, ITTP Digital library