ABSTRACT

ACCEPTANCE ANALYSIS OF APPLICATION USAGE
WeTV IN JAVA USING METHOD TECHNOLOGY
ACCEPTANCE MODEL (TAM)

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Every human being always needs what is called entertainment and with the help of the internet entertainment facilities are not only obtained in the real world but can also be obtained in the virtual world. There are many entertainment facilities to watch online videos in Indonesia, one of them by using the WeTV application. WeTV is an application owned by Tencent Video that is expanding in Indonesia, WeTV was present in 2019 as an application that presents a variety of interesting online video content from several countries that can be accessed and can be enjoyed by the Indonesian viewers because it is equipped with a translator Indonesian. Although WeTV is only present in Indonesia and gets various ratings from users but does not affect WeTV to be well received by users, it is necessary to have research to generalize user ratings. The purpose of this study is to determine the factors that influence the acceptance of WeTV applications using the Technology Acceptance Model (TAM) method with research variables Preceived Usefulness, Perceived Ease of Use, Attitude Toward Use, Intentation To Use and Actual Usage. The distribution of questionnaires was carried out online with a minimum sample of the number of respondents determined by the slovin formula and and sampling techniques using simple random sampling. This study used PLS-SEM data analysis with SmartPLS tools. The results of this study found that the factor that most influenced the acceptance of WeTV applications in Java Island was the Perceived Ease of Use variable (ease) to Perceived Usefulness (usability) with the result of T-Statistics 9.648 and Path Coefficient 0.681.

Keywords: Acceptance ; Users; SmartPLS; TAM; WeTV.