

ABSTRACT

ANALYSIS OF VISITORS' BEHAVIOR AND PERCEPTION OF THE KAPANLAGI.COM WEBSITE WITH THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY METHOD (UTAUT)

Technological developments are currently in an all-digital stage, currently online media is increasingly attached to people's lives, especially in news portals in Indonesia. The use of information technology has provided many benefits for online media news portal websites such as the Kapanlagi.com website. Acceptance and use of the Kapanlagi.com website that has not been measured from the point of view of website visitors. The problem occurs due to the lack of interest in visitors to the Kapanlagi.com website, which shows a percentage of 2.4% of 245 respondents compared to kompas.com with a percentage of 44.5% of 245 respondents based on the pre-questionnaire research conducted. In this study, this study analyzed visitor behavior and perceptions of the Kapanlagi.com website is geared towards the Unified Theory of Acceptance and Use of Technology (UTAUT) model approach. The purpose of this study was raised from existing problems, by exploring the factors that can influence and are contained in the UTAUT model. The developed UTAUT model has four main constructs, namely: performance expectations, effort expectations, social influence, and facility conditions. And the effects of moderation such as gender, age, experience and voluntariness of use are positioned as moderating the impact of the four main constructs on behavioral intention and use behavior. Data processing techniques using SEM-PLS. The main factors that affect the acceptance and use of news portal websites from the perception and behavior of visitors such as performance expectancy, social influence and facilitating conditions and moderating factors such as gender moderation, age and experience are the main factors that greatly influence the significant value of the acceptance and use of the kapanlagi.com website from the perception and behavior of visitors with the UTAUT model.

Keywords: Visitors, Acceptance, Usage, Kapanlagi.com, UTAUT