

ABSTRACT

**USER ACCEPTANCE ANALYSIS USING TECHNOLOGY
ACCEPTANCE MODEL 2 (TAM 2) METHOD
(CASE STUDY : JMO – JAMSOSTEK MOBILE)**

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Technological developments are not far from public services, one of which is the Employment BPJS which issued the Social Security Mobile (JMO) application to improve the quality of good services. Observations made both through playstore comments and interviews with the leadership of Hotel OP Herti and Tiara Bunga, show that the dominant obstacles occur in the Jamsostek Mobile application such as errors, difficulty in using the application, data validation problems, guarantee claims that are still assisted by agencies, application use JMO is used only to check balances, users still lack understanding of the JMO application, and in terms of other features. Based on these problems, it is necessary to conduct a study to analyze user acceptance of the JMO application. This study aims to determine the factors of user acceptance of the JMO application using the TAM 2 (Technology Acceptance Model – 2) method by testing validity, reliability, hypothesis testing with SEM (Structural Equation Modeling) techniques assisted by SmartPLS version 4 software. The results obtained in this study is that there are 8 variables as factors that influence the acceptance of the JMO application namely. Subjective Norm, Image, Result of Demonstration, Perceived Usefulness, Perceived Easy of Use, Intention to Use, Use Behavior, and Experience because they have a significant effect. Recommendations that can be proposed to BPJS Ketenagakerjaan from the hypothesis testing carried out on the JMO application are conducting socialization regarding the advantages of using the JMO application service, regarding the functions and ways of using the JMO application, further optimizing the functional suitability of the application, providing a platform to accommodate constraints related to use application by the user, and re-observe the existing features.

Keywords: Employment BPJS, Social Security Mobile, Technology Acceptance Model 2