

Dian Nilla Qumaiya, 2018. Analisis Pengguna *Mobile Instant Messaging* (MIM) untuk *Knowledge Sharing* Pada Mahasiswa Universitas Airlangga Surabaya menggunakan *Extended Expectation Confirmation Model of IT* (EECM-IT). Skripsi ini dibawah bimbingan Dra. Rini Semiati, M. Si. dan Barry Nuqoba, S. Si., M. Kom. Program Studi S1 Sistem Informasi. Fakultas Sains dan Teknologi, Universitas Airlangga.

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## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh antar variabel dari model analisis *Extended Expectation Confirmation Model of IT* (EECM-IT) terhadap pengguna *Mobile Instant Messaging* (MIM) untuk *knowledge sharing* pada mahasiswa Universitas Airlangga Surabaya. Model analisis EECM-IT merupakan pengembangan dari model ECM-IT dan TAM yang memiliki enam konstruk kepuasan (*satisfaction*), kegunaan persepsian (*perceived usefulness*), kemudahan penggunaan persepsian (*perceived ease of use*), kesukaan persepsian (*Perceived enjoyment*), dan konfirmasi (*confirmation*) mempengaruhi niat (*continued it usage intention*) penggunaan MIM untuk *Knowledge sharing*.

Penelitian ini terdiri dari enam tahap, yakni identifikasi variabel penelitian dan hipotesis, perancangan kuesioner, penyebaran dan pengumpulan kuesioner, pengolahan data, menganalisis hasil dan menyusun rekomendasi terkait pengguna *mobile instant messaging* untuk *knowledge sharing*. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 118 mahasiswa Universitas Airlangga Surabaya. Pengolahan data menggunakan PLS-SEM.

Hasil penelitian menunjukkan bahwa *satisfaction* berpengaruh positif terhadap *continued it usage intention*. *Confirmation* berpengaruh positif terhadap *satisfaction*, *perceived usefulness*, *perceived ease of use*, dan *perceived enjoyment*. *perceived usefulness* berpengaruh positif terhadap *satisfaction* dan *continued it usage intention*. *perceived ease of use* berpengaruh positif terhadap *perceived usefulness*. *Perceived enjoyment* berpengaruh positif terhadap *satisfaction*, dan *perceived ease of use*. Sedangkan *Perceived enjoyment*, dan *perceived ease of use* tidak memiliki pengaruh positif terhadap *continued it usage intention*. Dan *perceived ease of use* tidak memiliki pengaruh positif terhadap *satisfaction*.

**Kata Kunci:** *Mobile Instant Messaging*, *Knowledge Sharing*, EECM-IT, TAM, PLS-SEM

Dian Nilla Qumaiya, 2018. Mobile Instant Messaging (MIM) User Analysis for Knowledge Sharing At Airlangga University Students Surabaya using Extended Expectation Confirmation Model of IT (EECM-IT). Skripsi ini dibawah bimbingan Dra. Rini Semiati, M. Si. dan Barry Nuqoba, S. Si., M. Kom. Program Studi S1 Sistem Informasi. Fakultas Sains dan Teknologi, Universitas Airlangga.

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## ABSTRACT

This study aimed to determine the influence between variables in the model *Extended Expectation Confirmation Model of IT* (EECM-IT) of the use *Mobile Instant Messaging* (MIM) for *knowledge sharing* in Universitas Airlangga Surabaya. The EECM-IT analysis model is a combination of ECM-IT and TAM models that have six constructs, *Satisfaction, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Confirmation, Continued it Usage Intention*.

There is six steps in this study. The first, it was identified of research variables and hypotheses, made questionnaire, distributed and collected of the questionnaires, proceed of data, made result analysis and recommendations related to user *mobile instant messaging for knowledge sharing*. The study was using 118 respondents from user of *mobile instant messaging*. Data processing was done using PLS-SEM.

The result of the research showed that satisfaction has positive effect toward continued it usage intention. Confirmation positively affects satisfaction, perceived usefulness, perceived ease of use, and perceived enjoyment. perceived usefulness positively affects the satisfaction and continued it usage intention. perceived ease of use has a positive effect on perceived usefulness. Perceived enjoyment has a positive effect on satisfaction, and perceived ease of use. While Perceived enjoyment, and perceived ease of use have no positive effect on continued it usage intention. And perceived ease of use has no positive effect on satisfaction.

**Keyword:** *Mobile Instant Messaging, Knowledge Sharing, EECM-IT, TAM, PLS-SEM*