

Aldinovi Tito Pangestuti, 2015. *Analisis Penerimaan Perilaku Penggunaan Aplikasi Insentif Prestasi Kerja dengan metode Technology Acceptance Model pada Universitas Airlangga* Skripsi ini dibawah bimbingan Eva Hariyanti, S.Si, M.T dan Ir. Dyah Herawatie, M.Si. Program Studi S1 Sistem Informasi. Fakultas Sains dan Teknologi, Universitas Airlangga.

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## ABSTRAK

Aplikasi Insentif Prestasi Kerja merupakan suatu aplikasi berbasis *web* yang berfungsi sebagai sarana untuk menilai dan mengetahui prestasi yang dimiliki setiap karyawan di dalam Universitas Airlangga. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi penerimaan user terhadap Aplikasi Insentif Prestasi Kerja berdasarkan metode *Technology Acceptance Model* (TAM) dan mengetahui strategi yang harus dilakukan untuk meningkatkan penerimaan user terhadap penggunaan Aplikasi Insentif Prestasi Kerja.

Analisis penerimaan pengguna ini dilakukan dengan menyebar kuesioner dengan target responden Pimpinan Fakultas dan Pimpinan Unit Kerja. Kuesioner disebar melalui fisik. Sampel yang didapat untuk diuji yaitu 28 responden pimpinan yang menggunakan Aplikasi Insentif Prestasi Kerja sebagai bahan pembelajaran. Kuesioner yang didapat setelah itu diolah dengan menggunakan *partial least*. Dengan adanya penerimaan perilaku sebagai teknologi informasi, terdapat model yang dapat diuji untuk mengidentifikasi penggunaan Aplikasi Insentif Prestasi Kerja disebut *Technology Accpetance Model* (TAM) yang diperluas dengan menggunakan lima konstruk antara lain *perceived ease of use, perceived usefulness, attitude toward using, behavioral intention, actual system use*.

Kuesioner yang didapat setelah itu diolah dengan menggunakan *partial least square* yang menunjukkan bahwa *perceived usefulness* sangat dipengaruhi oleh *perceived ease of use*. Selain itu, *attitude toward using* dipengaruhi oleh *perceived ease of use* dan *perceived usefulness*. *Behavioral intention to use* sangat dipengaruhi oleh *attitude toward using* dan tidak dipengaruhi signifikan *perceived usefulness*. *Actual system use* dipengaruhi oleh *behavioral system use*.

**Kata kunci :** Penerimaan Pengguna, Aplikasi IPK, Kemanfaatan dan Kemudahan, *Technology Acceptance Model, Partial Least Square*

Aldinovi Tito Pangestuti, 2015 *Acceptance Behavior Analysis Using the Job Performance Incentive Application Technology Acceptance Model method at the University Airlangga This thesis under the guidance of Eva Hariyanti, S.Si, MT and Ir. Dyah Herawatie, M.Sc. SI Studies Program Information System. Faculty of Science and Technology, University of Airlangga.*

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## ABSTRACT

*Job Performance Incentive Application is a web-based application that serves as a means to assess and determine the achievement of every employee at the University of Airlangga. This study aimed to analyze the factors that influence user acceptance of the Application Performance Incentives Work based method of the Technology Acceptance Model (TAM) and determine the strategy that should be done to improve user acceptance of the use of Job Performance Incentive Application.*

*Analysis of user acceptance is done by spreading the questionnaire with a target respondents Pimipinan Leadership Faculty and Work Unit. The questionnaire distributed through the physical. Samples were obtained for testing of 28 respondents who use the leadership of Job Performance Incentive Application as learning materials. Questionnaires were obtained after it is processed by using partial least. With the acceptance behavior as information technology, there is a model that can be tested to identify the use of so-called Job Performance Incentive Application Technology Accpetance Model (TAM) is expanded by using the five constructs among others, perceived ease of use, perceived usefulness, attitude toward using, behavioral intention, actual system use.*

*Questionnaires were obtained after it is processed by using partial least squares that indicate that perceived usefulness is strongly influenced by the perceived ease of use. In addition, the attitude toward using influenced by perceived ease of use and perceived usefulness. Behavioral intention to use is influenced by the attitude toward using and no significant dipengaruhi perceived usefulness. Actual system use is influenced by behavioral system use.*

**Kata kunci :** *Users' Acceptance, Applications Job Performance Incentives, Perceived Usefulness and Perceived Ease of Use, Ttechnology Acceptance Model, Partial Least Square.*