

## ABSTRAK

Teknologi informasi semakin berkembang pesat seiring dengan kemajuan zaman. BPJSTK Mobile adalah aplikasi pelayanan untuk peserta sebagai bentuk perluasan media layanan informasi Program BPJS Ketenagakerjaan, sarana layanan pengaduan atas ketidaksesuaian status kepesertaan, jumlah upah dan jumlah karyawan yang dapat diakses dimanapun dan kapanpun via smartphone. Namun performa layanan BPJSTK mobile untuk jumlah peserta yang memanfaatkan BPJSTK mobile di Cabang Surabaya Darmo relatif lebih kecil atau sangat rendah dari total jumlah peserta yang terdaftar.

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi penerimaan peserta BPJS Ketenagakerjaan Cabang Surabaya Darmo terhadap BPJSTK Mobile dengan menggunakan *Technology Acceptance Model 3* (TAM 3). Variabel yang digunakan adalah *subjective norm* (SN), *image* (IMG), *computer self-efficacy* (CSE), *computer/system anxiety* (CANX), *perceived usefulness* (PU), *perceived ease of use* (PEOU), dan *intention to use* (IU).

Responden dalam penelitian ini adalah tenaga kerja yang belum menggunakan aplikasi BPJSTK Mobile yang terdaftar di BPJS Ketenagakerjaan Cabang Surabaya Darmo. Data dikumpulkan langsung melalui penyebaran kuesioner kepada 150 orang responden. Teknik pengambilan sampel dalam penelitian ini adalah dengan menggunakan *purposive sampling*. Analisis data yang digunakan adalah SEM (*Structural Equation Modelling*) yang dioperasikan melalui program AMOS versi 24. Hasil pengujian hipotesis menunjukkan bahwa *subjective norm* (SN) tidak berpengaruh positif terhadap *intention to use* (IU) dan *image* (IMG) tidak berpengaruh positif terhadap *perceived usefulness* (PU).

Kata kunci : BPJSTK Mobile, *subjective norm*, *image*, *computer self-efficacy*, *computer/system anxiety*, *perceived usefulness*, *perceived ease of use*, *intention to use*.

## ABSTRACT

Information and Technology are rapidly evolving along with the evolution or the development of an era. BPJSTK Mobile is a service application intended for the participants as a form of expansion in BPJS Ketenagakerjaan program information services, a medium for complaints if any discrepancy status appears, information regarding the total amount of salary and employee that can be accessed through smartphones. However, the performance of BPJSTK Mobile service is considered poor, given that it is only providing information of the employees at the Surabaya Darmo branch which amount are relatively lower than the total amount of participants who have actually registered.

This research aims to analyze factors which are able to influence the admittance of BPJS Ketenagakerjaan participants at Surabaya Darmo Branch towards BPJSTK Mobile by using Technology Acceptance Model 3 (TAM 3). Variables that are used in this study are subjective norm (SN), image (IMG), computer self-efficacy (CSE), computer/system anxiety (CANX), perceived usefulness (PU), perceived ease of use (PEOU), and intention to use (IU).

Respondents chosen for the research are laborers who have not used the BPJSTK Mobile Application registered at BPJS Ketenagakerjaan of Surabaya Darmo branch. The data are gathered directly by conducting the deployment of questionnaires to 150 respondents. The sampling technique used in this research is purposive sampling. The analysis data that is used for the research is SEM or Structural Equation Modelling which is operated through the AMOS Version 24 Program. The result of the hypothesis test showed that subjective norm (SN) does not have any positive effect towards intention to use (IU) and image (IMG) does not have any positive impact towards perceived usefulness (PU).

Key words : BPJSTK Mobile, subjective norm, image, computer self-efficacy, computer/system anxiety, perceived usefulness, perceived ease of use, intention to use.