

Dhani Saptalaksana, 2018. *Analisa Penerimaan Penggunaan Aplikasi Easychair menggunakan Technology Acceptance Model (Studi Kasus : Sekolah Pascasarjana Unair)*. Skripsi ini dibawah bimbingan Army Justitia, S.Kom., M.Kom dan Endah Purwanti, S.Si., M.Kom. Program Studi S1 Sistem Informasi. Fakultas Sains dan Teknologi, Universitas Airlangga.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor penerimaan penggunaan aplikasi Easychair pada 2nd *International Conference Postgraduate School* Universitas Airlangga 2018 dengan *Technology Acceptance Model* yang terintegrasi dengan variabel *Subjective Norm* dan *Technology Trust*.

Responden yang diperoleh berjumlah 152 orang. Kuisisioner yang terkumpul diolah dengan menggunakan *Partial Least Square* (PLS) untuk memahami hubungan antar variabel. Analisis PLS dimulai dengan tahapan evaluasi model pengukuran (*Outer Model*), evaluasi model struktural (*Inner Model*) dan uji *Goodness of Fit* (GoF). Ada 8 hipotesis yang diuji adalah *Perceived Usefulness* terhadap *Intention*, *Perceived Ease of Use* terhadap *Perceived Usefulness*, *Perceived Ease of Use* terhadap *Trust in Ability*, *Subjective Norm* terhadap *Intention*, *Trust in Ability* terhadap *Perceived Usefulness*, *Familiarity* terhadap *Trust in Ability*, *Familiarity* terhadap *Perceived Ease of Use*, *Familiarity* terhadap *Intention*.

Hasil Analisis menunjukkan bahwa dari 8 Hipotesis yang diuji, ada tiga hipotesis yang tidak signifikan karena memiliki nilai P (probabilitas) lebih besar dari nilai α (error) sebesar 0,05 atau sebesar 5%. Nilai P (probabilitas) masing-masing hipotesis yang tidak signifikan yaitu H1 sebesar 0,105 dan H8 sebesar 0,453. Rekomendasi saran yang diajukan untuk kegiatan yang akan datang adalah adanya sosialisasi, petunjuk penggunaan serta manfaat yang diperoleh dari aplikasi Easychair.

Kata Kunci : Penerimaan Penggunaan, Aplikasi Easychair, *Technology Acceptance Model*, *Partial Least Square*

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ABSTRACT

The research aims to analyze the factors of using Easychair Application at 2nd International Conference Postgraduate School Universitas Airlangga 2018 by Integrated Technology Acceptance Model with Subjective Norm variable and Technology Trust.

The number of respondent was 152 person. The collected questioner was processed using Partial Least Square (PLS) to comprehend the correlation between variable. PLS analyze was started with evaluation stage of measurement model (Outer model), structural model evaluation (Inner model) and Goodness of Fit (GoF) test. There were 8 hypotheses consist of Perceived Usefulness to Intention, Perceived Ease of Use to Perceived Usefulness, Perceived Ease of Use to Trust in Ability, Subjective Norm to Intention, Trust in Ability to Perceived Usefulness, Familiarity to Trust in Ability, Familiarity to Perceived Ease of Use, Familiarity to Intention.

The result showed that there were 2 hypotheses which are not significant from 8 hypotheses due to they had P-value (probability) more than α -value (error) 0,05 or 5%. P-value probability for each hypotheses were not significant are : H1 at 0,105 and H8 at 0,453. The purposed suggestion to another activity using Easychair application is need a socialization, usage instruction and benefit of application..

Kata Kunci : Acceptance Analysis, Easychair Application, Technology Acceptance Model, Partial Least Square