

Alberto Martin Hau, 2018. Analisis Penerimaan Pengguna Bitcoin Di Kalangan Masyarakat Indonesia Dengan Menggunakan *Model The Unfied Theory Of Acceptance and Use of Technology (UTAUT)*. Skripsi ini dibawah bimbingan Purbandini, S.Si., M.Kom dan Army Justitia, S.Kom., M.Kom Program studi S1 Sistem Informasi. Fakultas Sains dan Teknologi, Universitas Airlangga, Surabaya.

ABSTRAK

Bitcoin adalah mata uang *virtual* yang memiliki kelebihan dari sisi keamanan karena setiap transaksi diatur oleh algoritma kriptografi. Bitcoin dapat dikatakan sebagai mata uang global karena penggunaannya didistribusikan ke seluruh negara melalui internet. Tujuan dari penelitian ini adalah untuk menganalisis penerimaan dan penggunaan masyarakat terhadap teknologi Bitcoin menggunakan *Model Unified Theory Of Acceptance And Use Of Technology (UTAUT)*.

Dalam penelitian ini analisis menggunakan alat bantu *Partial Least Square – Structural Equation Modelling (PLS-SEM)*, meliputi dua tahap yaitu tahap evaluasi model pengukuran reflektif, dan tahap evaluasi model struktural. Variabel yang diukur adalah *Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Behavior intention, Use Behavior*.

Hasil analisis penerimaan dan penggunaan Bitcoin di Indonesia. Menyatakan bahwa model UTAUT hanya mampu menjelaskan 44,6% varians pada *Behavior intention* atau minat pemanfaatan Bitcoin, dan 42% varians pada *Use Behavior* atau perilaku penggunaan. Karakteristik penggunaan Bitcoin setelah dilakukan analisis, semua menunjukan bahwa tidak mempunyai peran moderasi. Dari hasil penelitian dapat dikatakan bahwa penerimaan Bitcoin di kalangan masyarakat Indonesia masih sangat rendah karena hasilnya masih dibawah 50%. Rendahnya hasil dari penelitian ini, bisa jadi dikarenakan Bitcoin di Indonesia belum diatur dalam peraturan pemerintah.

Kata Kunci : Bitcoin, Model UTAUT, *Partial Least Square – Structural Equation Modelling (PLS-SEM)*

Alberto Martin Hau, 2018. Analysis of Bitcoin User Acceptance among Indonesian Society using The Unified Theory Of Acceptance and Use of Technology Model (UTAUT). This undergraduate skripsi was under guidance of Purbandini, S.Si., M.Kom and Army Justitia, S.Kom., M.Kom. Bachelor Degree Information System Study Program. Faculty Of Science and Technology. Airlangga University, Surabaya

ABSTRACT

Bitcoin is a virtual currency that has advantages in terms of security because each transaction is governed by cryptographic algorithms. Bitcoin can be considered as a global currency because its use is distributed throughout the country via the internet. The purpose of this research is to analyze the acceptance and use of society towards Bitcoin technology using the Unified Theory of Acceptance And Use Of Technology (UTAUT) Model.

In this research, analysis is done with helping tool namely Partial Least Square – Structural Equation Modelling (PLS-SEM), it is composed of two phases, namely the evaluation stage of the reflective measurement model, and the evaluation stage of the structural model. The variables measured are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Behavior intention, Use Behavior.

The results of the analysis of the acceptance and use of Bitcoin in Indonesia. Stating that the UTAUT model is only able to explain 44.6% of the variance in Behavior intention or interest in using Bitcoin, and 42% of variance in Use Behavior or usage behavior. Use of Bitcoin shows some characteristics after analysis, all point out that it does not have a moderating role. The results of the study show that Bitcoin acceptance among Indonesian people is still very low because the results are still below 50%. The low results of this study may be due to lack of regulations regarding to Bitcoin by government of Indonesia.

Kata Kunci : Bitcoin, Model UTAUT, *Partial Least Square – Structural Equation Modelling (PLS-SEM)*