

ANALISIS TINGKAT PENERIMAAN APLIKASI NEW PLN MOBILE DENGAN PENDEKATAN TECHNOLOGY ACCEPTANCE MODEL (TAM) DI PLN UID KALSELTENG UP3 BANJARMASIN

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ABSTRAK

Technology Acceptance Model (TAM) adalah suatu metode untuk menganalisis penerimaan teknologi dengan anggapan bahwa persepsi dan sikap akan mencerminkan suatu reaksi dan tindakan. TAM memiliki dua faktor utama yaitu *perceive ease of use* & *perceive usefulness*, *perceive ease of use* adalah anggapan bahwa suatu teknologi mudah untuk digunakan, sedangkan *perceive usefulness* adalah anggapan bahwa dengan menggunakan teknologi akan memberikan keuntungan. Kedua faktor tersebut memiliki hubungan satu arah yaitu ada *perceive ease of use* mempengaruhi *perceive usefulness*. Selain itu faktor TAM mempengaruhi *behavioral intention to use*, *behavioral intention to use* merupakan niat atau perilaku yang mendorong keinginan untuk menggunakan teknologi. konsep TAM tersebut diimplementasikan untuk analisis penerimaan aplikasi New PLN Mobile, New PLN Mobile merupakan salah satu program E-Commerce yang cukup inovatif. Hasil dari analisis penerimaan aplikasi New PLN Mobile, yaitu: terdapat pengaruh *perceive ease of use* terhadap *perceive usefulness*, tidak terdapat pengaruh *perceive ease of use* terhadap *behavioral intention to use*, terdapat pengaruh *perceive usefulness* terhadap *behavioral intention to use* dan *perceive ease of use* hanya memiliki pengaruh tidak langsung terhadap *behavioral intention to use* lewat jalur *perceive usefulness*.

Kata kunci: *TAM, Perceive Ease of Use, Perceive Usefulness, Behavioral Intention to Use.*

ABSTRACT

Technology Acceptance Model (TAM) is a method to analyze the acceptance of technology by the notion that perceptions and attitudes will reflect a reaction and action. TAM has two main factors, that is *perceive ease of use* and *perceive usefulness*, *perceive ease of use* is the notion that a technology is easy to use, while the *usefulness perceive* is the notion that by using the technology will deliver benefits. Both of these factors have a one-way related that is there *perceive ease of use* affects *perceive usefulness*. Other than TAM factors influencing *behavioral intention to use*, *behavioral intention to use* an intention or behavior that drives the desire to use the technology. The TAM concept implemented for analysis of application acceptance New PLN Mobile, New PLN Mobile is one of the E-Commerce program is quite innovative. Results of analysis for applications New PLN Mobile, that is: there is the influence *perceive ease of use* to *perceive usefulness*, there is no influence *perceive ease of use* of the *behavioral intention to use*, there is the influence *perceive*

usefulness on behavioral intention to use and perceive ease of use only to have indirect influence on behavioral intention to use via the usefulness perceive.

Keyword : TAM, Perceive Ease of Use, Perceive Usefulness, Behavioral Intention to Use.

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