

IMPLEMENTASI DARI *TECHNOLOGY ACCEPTANCE MODEL* (TAM) DALAM MENGEVALUASI APLIKASI DESA DIGITAL

Raditya Andy Darmawan Surya

ABSTRAK

Keberlangsungan Industri 4.0 saat ini telah merambah ke sektor pariwisata atau Tourism 4.0. Dimana pariwisata di Indonesia menjadi hal yang potensial tetapi masih tidak seperti yang diharapkan. Penelitian terdahulu menunjukkan model yang diterapkan belum menghasilkan hasil yang optimal dalam memprediksi penggunaan platform, maka salah satu langkah untuk melakukan studi lebih lanjut dilakukanlah penelitian aplikasi mobile Desa Digital dengan variabel – variabel yang digunakan pada penelitian ini adalah: *Perceived Ease of Use*, *Perceived Usefulness*, *Attitude Toward Use*, *Intention to Use*, dan *Actual System Usage*. Tujuan yang ingin dicapai dalam penelitian ini adalah mengetahui variabel penerimaan teknologi menggunakan *Technology Acceptance Model* (TAM) dan mengevaluasinya. Metode yang digunakan dalam penelitian ini adalah dengan menggunakan metode *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa : (1) variabel – variabel yang mempengaruhi penerimaan *Technology Acceptance Model* yaitu: *Perceived Ease of Use*, *Perceived Usefulness*, *Attitude Toward Use*, *Intention to Use* dan *Actual System Usage*, (2) konstruksi yang mempengaruhi model yaitu *Perceived Ease of Use* dan *Perceived Usefulness* terhadap *Attitude Toward Use*, *Attitude Toward Use* terhadap *Intention to Use* dan *Intention to Use* terhadap *Actual System Usage*.

Kata kunci : *Technology Acceptance Model* (TAM), Model Prediksi, *Perceived Ease of Use*, *Perceived Usefulness*, *Attitude Toward Use*, *Intention to Use* dan *Actual System Usage*.

IMPLEMENTATION OF TECHNOLOGY ACCEPTANCE MODEL (TAM) IN EVALUATING DIGITAL VILLAGE APPLICATIONS

Raditya Andy Darmawan Surya

ABSTRACT

The sustainability of Industry 4.0 has now entered into the tourism sector or Tourism 4.0. Where tourism in Indonesia is a potential thing but still not as expected. Previous research shows that the applied model has not yielded optimal results in predicting platform use, so one of the steps to further study the Desa Digital mobile application research is done with the variables used in this study: Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, Intention to Use, and Actual System Usage. The aim of this research is to know the technology acceptance variable using the Technology Acceptance Model (TAM) and evaluate it. The method used in this research is to use the Partial Least Square (PLS) method. The results showed that: (1) variables influencing the acceptance of the Technology Acceptance Model, namely: Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, Intention to Use and Actual System Usage, (2) constructs that affect the model namely Perceived Ease of Use Use and Perceived Usefulness for Attitude Toward Use, Attitude Toward Use for Intention to Use and Intention to Use for Actual System Usage.

Keywords : *Technology Acceptance Model (TAM), Prediction Model, Perceived Ease of Use, Perceived Usefulness, Attitude Toward Use, Intention to Use and Actual System Usage.*