IMPLEMENTATION OF TECHNOLOGY ACCEPTANCE MODEL (TAM) IN E-LEARNING PROCESS IN BE-SMART USE IN YOGYAKARTA STATE UNIVERSITY

by Denies Priantinah, Abdullah Taman, RIzqy Ilyasa Agni

ABSTRACT

BSTRACT
E-learning as a learning model that develops with the rapid development of information technology has been integrated in many tertiary programs including Yogyakarta State University. E-Learning through the Be-Smart Program is held at UNY as an institution that has expectations to become a World Class University to accommodate the use of information technology in the education process. UNY realizes that facing the era of the industrial revolution 4.0 requires metamorphosis of the learning process using e-learning. User acceptance of information technology in the e-learning process that was initiated at UNY through the Be-Smart program is interesting to study. Achievement of the objectives of the learning process will be influenced in part by the acceptance of the parties who use this technology. This study focuses on investigating the acceptance of individual users (lecturers and students) to carry out the e-learning process using Be-smart at UNY as an effective learning tool. This study develops a model for the use of technology for e-learning, the Technology Acceptance Model (TAM). This model states that perceived ease of use and perceived usefulness predict the acceptance of the use of e-learning applications. This research investigates the use of Be-Smart in the e-learning process with the TAM model to study the relationship between the variables to be studied. This research is a quantitative study with primary data obtained through a survey on the learning process of E-Learning conducted at Yogyakarta State University in particular Accounting Education. Respondents in this study are lecturers and students who use B-Smart in the learning process.

This research is expected to make some contributions, firstly this research can help identify whether students or users want to receive e-learning or vice versa. Second, this research will help to determine what factors are significant in explaining the intention to use e-learning. This study will analyze whether attitudes beliefs such as perceived ease of use and perceived benefits have a relationship to e-learning adoption. Third, this research is the first to use technology acceptance models in the context of e-learning in the form of Be-Smart using the TAM Model at UNY, so it is expected to be able to provide input and develop better technology models for the e-learning process at UNY.

The results showed that Technical Support had no effect on Perceived Usefulnees (in a positive direction) while on the other hand technical support had a positive and significant effect on Perceived Easy of Use. Computer Self Efficacy has a positive and significant effect on Perceived Usefulness and Perceived Easy of use. While Perceived Easy of Use has a positive and significant effect on Perceived Usefulness and Behavioral Intension and Satisfaction. Research also shows that Perceived Usefulness influences Behavioral Intention. Subjective Norms have a positive and significant effect on Perceived Usefulness and Behavioral Intention. Satisfaction does not affect the Usage System, while Behavioral Intension affects the Usage System.

Kata Kunci: *Blended Learning, Technology Acceptance Model*