

Acceptance of UNY's Student on E-Learning Implementation Based on Technology Acceptance Model

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ABSTRACT

This study aims to examine the response and acceptance of students in using e-learning systems based on the Technology Acceptance Model as an analysis approach. The four main factors of the Technology Acceptance Model consist of perceived ease of use, perceived usefulness, attitude, behavior intention. Perceived interactivity and actual usability are added as an evaluation model factor to measure student acceptance of the use of e-learning. Seven hypotheses were proposed to determine the acceptance of this student. An online questionnaire was conducted to extract information from students of Yogyakarta State University (Indonesia) and Sultan Idris Education University (Malaysia). Structural Equation Modeling is used to analyze the model. The TAM Structural Model that is specific to the use of BeSmart by UNY students, has a pattern of relationships between constructs: a) The perceived ease of use of BeSmart is positively influenced by the perception of student interactivity towards BeSmart; b) The perception of the use of BeSmart is positively influenced by the perception of student interactivity with BeSmart; c) Perception of the use of BeSmart is positively influenced by students' perceptions of the ease of use of BeSmart; d) Attitudes are positively influenced by students' perceptions of the ease of use of BeSmart; e) Intention to behave positively is influenced by students' attitudes towards the use of BeSmart; and f) Actualization of BeSmart usage is positively influenced by student behavior towards BeSmart usage. Based on the research of the TAM model on the use of BeSmart UNY students, the researcher can provide suggestions to students specifically to increase the interaction of BeSmart usage. Increased interaction using BeSmart can increase perceptions of interactivity and actualization of student use in using BeSmart.

Kata Kunci: E-learning, Technology Acceptance Model, perception of interactivity