

PERLUASAN MODEL TECHNOLOGY ACCEPTANCE MODEL (TAM) UNTUK MENGANALISIS PENERIMAAN PENGGUNA APLIKASI PEDULILINDUNGI

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ABSTRAK

Epidemi COVID-19 di Indonesia telah memasuki gelombang ketiga pada tahun ini, hal ini menyebabkan pemerintah mengambil langkah preventif untuk menekan persebaran virus COVID-19. Kementerian Komunikasi dan Informatika RI bekerja sama dengan beberapa kementerian lain mengembangkan aplikasi berupa *contact tracing* Covid-19 yang disebut PeduliLindungi. Salah satu hal yang paling penting untuk dipertimbangkan ketika menerapkan teknologi baru adalah mempelajari faktor-faktor penentu keinginan pengguna untuk menggunakan aplikasi. Tujuan dari penelitian ini adalah untuk menganalisis penerimaan aplikasi PeduliLindungi dengan menggunakan pendekatan Perluasan model *Technology Acceptance Model* (TAM) dengan kombinasi beberapa faktor dari teori *Theory of Planned Behaviour* (TPB). Faktor yang diteliti pada penelitian ini antara lain *Job Relevance* (Relevansi Pekerjaan), *Perceived Resources* (Sumber daya yang dirasakan) dan *Subjective Norm* (Norma Subjektif), *Perceived Usefulness* (Persepsi Kegunaan), *Perceived ease of use* (Persepsi kemudahan) dan *Acceptance of IT* (Penerimaan IT). Data diperoleh dari penyebaran kuisioner kepada 180 responden pengguna aplikasi pedulilindungi berdomisili Jawa Timur, selanjutnya data tersebut diolah dan dianalisis secara statistik kuantitatif menggunakan metode *Partial Least Square - Structural Equation Modeling* (PLS-SEM) dengan software SmartPLS. Hasil dari penelitian ini menunjukkan bahwa *Perceived Resources* berpengaruh negatif terhadap *Perceived Ease of Use* dan *Perceived Usefulness*, *Job Relevance*

berpengaruh positif terhadap *Perceived Usefulness*, *Subjective Norm* berpengaruh positif terhadap *Perceived Ease of Use* dan *Perceived Usefulness*, *Perceived Ease of Use* berpengaruh positif terhadap *Perceived Usefulness*, *Perceived Ease of Use* dan *Perceived Usefulness* berpengaruh positif terhadap *Acceptance Of IT*.

Kata Kunci : *Technology Acceptance Model*(TAM), *PeduliLindungi*, PLS-SEM

ABSTRACT

The COVID-19 epidemic in Indonesia has entered its third wave this year, this has prompted the government to take preventive steps to suppress the spread of the COVID-19 virus. The Indonesian Ministry of Communication and Informatics is working with several other ministries to develop an application in the form of contact tracing for Covid-19 called *PeduliLindungi*. One of the most important things to consider when implementing a new technology is studying the determinants of a user's desire to use an application. The purpose of this study is to analyze the acceptance of the *PeduliLindungi* application using the Technology Acceptance Model (TAM) Expansion model approach with a combination of several factors from the Theory of Planned Behavior (TPB) theory. The factors examined in this study include Job Relevance, Perceived Resources and Subjective Norms, Perceived Usefulness, Perceived ease of use and Acceptance of IT. (IT Acceptance). The data was obtained from distributing questionnaires to 180 respondents who use the care-protection application domiciled in East Java, then the data was processed and analyzed statistically quantitatively using the Partial Least Square -Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The results of this study indicate that Perceived Resources has a negative effect on Perceived Ease of Use and Perceived Usefulness, Job Relevance has a positive effect on Perceived Usefulness, Subjective Norm has a positive effect on Perceived Ease of Use and Perceived Usefulness, Perceived Ease of Use has a positive effect on Perceived Usefulness, Perceived Ease of Use and Perceived Usefulness have a positive effect on Acceptance Of IT.

Keywords: Technology Acceptance Model (TAM), *PeduliLindungi*, PLS-SEM