

## ABSTRAK

Penelitian dilakukan untuk menganalisis penerimaan penggunaan teknologi HGrid247 oleh pengguna di PT Solusi247 dengan menggunakan *Technology Acceptance Model* (TAM) dan mengidentifikasi hubungan antara kelima variabel TAM yaitu *Perceived Ease of Use* (PEOU), *Perceived Usefulness* (PU), *Attitude Towards Using* (ATU), *Intention to Usage* (ITU), *Actual Usage* (AU) dalam penggunaan teknologi HGrid247 *Big Data Processing Tool*. Data primer dalam penelitian ini didapatkan dengan melakukan penyebaran kuesioner. Pengambilan sampel dilakukan oleh 125 responden di PT Solusi247 di Jakarta dan Yogyakarta. Setelah diperoleh data dan informasi yang valid, kemudian diolah secara kuantitatif dengan menggunakan perangkat lunak SPSS versi 25. Metode penelitian ini dilakukan dengan menguji kelima variabel TAM yaitu *Perceived Ease of Use* (PEOU), *Perceived Usefulness* (PU), *Attitude Towards Using* (ATU), *Intention to Usage* (ITU), *Actual Usage* (AU) dengan uji reabilitas dan validitas, uji konstruk, uji koefisien determinan  $R^2$  dan uji *compare means*. Hasil dari penelitian ini menunjukkan bahwa penerimaan penggunaan teknologi HGrid247 di PT Solusi247 banyak digunakan oleh *developer* dengan pengalaman kerja kurang dari satu tahun dengan rata-rata 19,58 menggunakan HGrid247 lebih lama setiap harinya, dan dengan persepsi minat dan sikap serta kemudahan tool HGrid247 dengan rata-rata antara 11,29 sampai 21,29 oleh karyawan yang memiliki pengalaman lebih dari 3 tahun. Selain itu hubungan yang terjadi diantara kelima variabel TAM bernilai positif sehingga dapat disimpulkan bahwa kelima variabel TAM saling berpengaruh satu sama lain dengan nilai koefisien yang paling tinggi diantara kelima variabel tersebut yaitu antara variabel *Attitude Towards Using* (ATU) dan *Intention to Usage* (ITU) dengan nilai koefisien sebesar 0,806 dan variabel yang sangat memberikan dampak pada variabel lainnya terbukti sesuai dengan teori TAM yaitu variabel *Perceived Usefulness* (PU) dan *Perceived Ease of Use* (PEOU).

Kata Kunci: TAM, *Technology Acceptance Model*, *Big Data Processing Tool*, Kemudahan penggunaan, Manfaat penggunaan, Sikap pengguna, Niat pengguna, Penggunaan nyata

## ABSTRACT

The study was conducted to analyze the acceptance in the using of HGrid247 technology by users at PT Solusi247 with Technology Acceptance Model (TAM) and identify the relationship between the five TAM variables that were Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Towards Using (ATU), Intention to Usage (ITU), and Actual Usage (AU) in using HGrid247 Big Data Processing Tool technology. Primary data in this study was obtained by distributing questionnaires. Sampling was carried out from 125 respondents at PT Solusi247 in Jakarta and Yogyakarta. After obtaining valid data and information, they were processed quantitatively by using SPSS software version 25. This research method was conducted by testing the five TAM variables Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Towards Using (ATU) , Intention to Usage (ITU), Actual Usage (AU) with reliability and validity test, construct test, determinant coefficient R<sup>2</sup> test and compare means test. The results of this study indicate that acceptance in the using of HGrid247 technology at PT Solusi247 was more frequently by developers with less than one year work experience with an average of 19,58 using HGrid247 for a longer time every day, and with an average perception of interest and attitude and ease of the HGrid247 tool average between 11,29 to 21,29 by employees who have more than 3 years experience. In addition, the relationship that occurs between the five TAM variables was positive so it can be concluded that the five TAM variables mutually influence each other with the highest coefficient values between five variables, which were Attitude Towards Using (ATU) and Intention to Usage (ITU) variables with the coefficient value of 0,806 and the variables that greatly affect the other variables were proven in accordance with the TAM theory, which were the variable Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

**Keywords:** TAM, Technology Acceptance Model, Big Data Processing Tool, Perceived Ease of Use, Perceived Usefulness, Attitude Towards Using, Intention to Usage, Actual Usage