

ABSTRACT

STMM, which is a university in charge of providing education in the multimedia field under the Ministry of Communication and Information Technology of the Republic of Indonesia, implements the New Student Admissions Information System (SIPMB), which is expected to make it easier for prospective students to find out information about PMB at STMM, register, upload the required files, view the results of file verification, and view the results of online new student admissions. However, there are still prospective students who have not felt the benefits of SIPMB to the fullest. So it is necessary to analyze the SIPMB, which has not been done so far. To know what factors influence SIPMB users in getting benefits from SIPMB. This study uses the Human, Organization, and Technology-fit (HOT-fit) model. The Hot-fit model used has been adjusted to the condition of the research subject. There are eight variables used in this study, namely system quality (SQ), information quality (IQ), system use (SU), service quality (SERVQ), facilitating conditions (FC), organization structure (OS), and net benefit (NB). . To test the reliability, validity and find out the p-value using SmartPls software. There are ten hypotheses tested in this study. From the results of the study, the ten hypotheses were declared accepted. This study shows that system use is significantly influenced by system quality, information quality, and service quality. User satisfaction is influenced by system quality, information quality, service quality, and facilitating conditions. Net benefits are influenced considerably by system use, organization structure, and user satisfaction.

Keywords: *STMM, New Student Admissions Information System, Hot-fit*

INTISARI

Sekolah Tinggi Multi Media (STMM) yang merupakan sebuah perguruan tinggi yang bertugas menyelenggarakan pendidikan di bidang multi media di bawah Kementerian Komunikasi dan Informatika RI menerapkan Sistem Informasi Penerimaan Mahasiswa Baru (SIPMB) yang diharapkan akan memudahkan calon mahasiswa untuk mengetahui informasi seputar PMB di STMM, mendaftar, mengunggah berkas yang disyaratkan, melihat hasil verifikasi berkas, dan melihat hasil penerimaan mahasiswa baru secara daring. Meskipun demikian masih ada calon mahasiswa yang belum merasakan manfaat SIPMB secara maksimal. Maka diperlukan analisis terhadap SIPMB yang selama ini belum pernah dilakukan. Agar diketahui faktor apa saja yang mempengaruhi pengguna SIPMB dalam mendapatkan manfaat dari SIPMB. Penelitian ini menggunakan model Human, Organization dan Technology-fit (HOT-fit). Model Hot-fit yang digunakan telah disesuaikan dengan kondisi subjek penelitian. Ada delapan variabel yang digunakan dalam penelitian ini yaitu *system quality (SQ)*, *information quality (IQ)*, *system use (SU)*, *service quality (SERVQ)*, *facilitating condition (FC)*, *organization structure (OS)* dan *net benefit (NB)*. Untuk menguji reliabilitas, validitas dan mengetahui p value menggunakan software SmartPls. Ada 10 hipotesis yang diuji dalam penelitian ini. Dari hasil penelitian 10 hipotesis tersebut dinyatakan diterima. Penelitian ini menunjukkan bahwa *system use* dipengaruhi secara signifikan oleh *system quality*, *information quality* dan *service quality*. *User satisfaction* dipengaruhi signifikan oleh *system quality*, *information quality*, *service quality* dan *facilitating condition*. *Net benefit* atau manfaat bersih secara signifikan dipengaruhi oleh *system use*, *organization structure* dan *user satisfaction*.

Kata kunci -- STMM, Sistem Informasi Penerimaan Mahasiswa Baru, *Hot-fit*.