

## INTISARI

Pandemi *Coronavirus Disease* (Covid-19) mengubah kehidupan manusia secara masif di Indonesia, termasuk pendidikan tinggi. Adanya pandemi Covid-19 membuat pemerintah, khususnya Kementerian Pendidikan dan Kebudayaan (Kemdikbud), harus mengeluarkan kebijakan yang membuat pendidikan tinggi yang biasa dilaksanakan secara tatap muka berubah menjadi pelaksanaan secara daring. Tindakan tersebut diambil untuk menghambat penyebaran yang semakin meluas dari virus Covid-19 pada saat itu belum ada vaksin yang ditemukan serta demi keamanan dan kenyamanan seluruh lapisan masyarakat. Meskipun pada saat ini pelaksanaan pendidikan tinggi di Indonesia sudah kembali normal seiring menurunnya penyebaran Covid-19, namun hampir seluruh mahasiswa di perguruan tinggi seluruh Indonesia memiliki pengalaman melaksanakan perkuliahan daring atau setidaknya memiliki pengalaman belajar secara daring sebelum memasuki dunia perkuliahan. Sehingga membuka kemungkinan perkuliahan daring akan dilakukan secara berkelanjutan, khususnya bila melaksanakan perkuliahan dengan model pembelajaran konvensional.

Penelitian ini menggunakan konstruk *Performance Expectancy*, *Effort Expectancy*, *Attitude Towards Using Technology*, *Hedonic Motivation*, *Social Influence*, dan *Facilitating Conditions* untuk meneliti hubungannya dengan *Behavioral Intention* dan *Use of Behavior* menerapkan PLS-SEM dengan populasi sampel mencapai 419 subjek, menghasilkan temuan bahwa dimensi PE, EE, ATT, HM, SI, dan FC membawa pengaruh positif serta signifikan pada BI. Selain itu, FC juga memberikan kontribusi yang positif serta signifikan secara langsung terhadap UB, sementara BI memberikan dampak positif serta signifikan pada UB.

Kata kunci : *Behavioral Intention*, *Use of Behavior*, Perkuliahan Daring, Model Pembelajaran Konvensional, PLS-SEM

## ***ABSTRACT***

*The Coronavirus Disease (Covid-19) pandemic has massively transformed human life in Indonesia, including higher education. The presence of the Covid-19 pandemic has led the government, particularly the Ministry of Education and Culture (MoEC), to issue policies that shift traditional face-to-face higher education to online implementation. This action was taken to curb the increasingly widespread transmission of the Covid-19 virus at a time when no vaccine had been found, and for the safety and comfort of the entire population. Although higher education in Indonesia has now returned to normal as the spread of Covid-19 has decreased, almost all university students across Indonesia have experienced online learning or at least have experience with it before entering the world of higher education. This opens up the possibility that online learning will be conducted continuously, especially when implementing conventional learning models.*

*This research employs the constructs of Performance Expectancy, Effort Expectancy, Attitude Towards Using Technology, Hedonic Motivation, Social Influence, and Facilitating Conditions to investigate their relationships with Behavioral Intention and Use of Behavior applying PLS-SEM with a sample population reaching 419 subjects, yielding findings that the dimensions of PE, EE, ATT, HM, SI, and FC have a positive and significant impact on BI. Furthermore, FC also makes a positive and significant direct contribution to UB, while BI has a positive and significant impact on UB.*

*Keywords : Behavioral Intention, Use of Behavior, Online Lectures, Conventional Learning Models, PLS-SEM*