

## ABSTRAK

### **EVALUASI IMPLEMENTASI APLIKASI *EARLY WARNING SYSTEM (EWS)* SEBAGAI TRANSFORMASI DIGITAL DI PT BANK NEGARA INDONESIA (PERSERO) TBK**

Penelitian ini bertujuan untuk melakukan evaluasi implementasi aplikasi *Early Warning System (EWS)* sebagai bentuk transformasi digital di PT. Bank Negara Indonesia (Persero) Tbk. Variabel yang digunakan adalah Persepsi kemanfaatan (*perceived usefulness*), Persepsi kemudahan penggunaan (*perceived ease of use*), Sikap Penggunaan (*Attitude towards using*) dan Penggunaan aktual (*actual usage*). Penelitian dilakukan di Sentra Bisnis Komersial (SBK) PT. Bank Negara Indonesia (Persero) Tbk yang mencakup 19 kantor unit yang menggunakan aplikasi *Early Warning System (EWS)*. Metode pengumpulan data menggunakan kuesioner dengan jumlah 310 responden. Analisa yang digunakan dalam penelitian ini meliputi analisis deskriptif dan pendekatan kuantitatif. Hasil analisis menunjukkan bahwa Persepsi kemudahan (*perceived ease to use*) terbukti memiliki pengaruh positif terhadap persepsi kemanfaatan (*perceived usefulness*). Hasil analisis menunjukkan bahwa Persepsi kemanfaatan (*perceived usefulness*) memiliki pengaruh positif terhadap sikap penggunaan (*attitude towards using*). Hasil analisis menunjukkan bahwa Persepsi kemudahan (*perceived ease to use*) memiliki pengaruh positif terhadap sikap penggunaan (*attitude towards using*). Hasil analisis menunjukkan bahwa Sikap penggunaan (*attitude towards using*) memiliki pengaruh positif terhadap aktual penggunaan (*actual usage*).

*Kata Kunci: Transformasi Digital, Persepsi Kemudahan Penggunaan, Persepsi Kemanfaatan, Sikap Penggunaan, Penggunaan Aktual.*

**EVALUATION OF THE IMPLEMENTATION OF THE EARLY WARNING SYSTEM (EWS) APPLICATION AS A DIGITAL TRANSFORMATION AT PT BANK NEGARA INDONESIA (PERSERO) TBK**

**Esti Yunita S. Simanungkalit**

21/490805/PEK/28329

This study aims to evaluate the implementation of the Early Warning System (EWS) application as a form of digital transformation at PT. Bank Negara Indonesia (Persero) Tbk. The variables used are Perceived usefulness, Perceived ease of use, Attitude towards using, and Actual usage. The study was conducted at the Sentra Bisnis Komersial (SBK) PT. Bank Negara Indonesia (Persero) Tbk which includes 19 unit offices that use the Early Warning System (EWS) application. The data collection method used a questionnaire with 310 respondents. The analysis used in this study includes descriptive analysis and quantitative approaches. The results of the analysis show that perceived ease of use is proven to have a positive impact on perceived usefulness. The results of the analysis show that perceived usefulness has a positive impact on attitude towards using. The results of the analysis show that perceived ease of use has a positive impact on attitude towards using. The results of the analysis show that attitude towards using has a positive impact on actual usage.

**Keywords:** *Digital Transformation, Perceived Ease of Use, Perceived Usefulness, Attitude towards Using, Actual Usage.*