

INTISARI

Tujuan dari penelitian ini adalah untuk menguji faktor-faktor yang mempengaruhi penerimaan teknologi *e-learning system* oleh para pegawai PT Bank Mandiri (Persero) Tbk. Cabang Yogyakarta Sudirman dengan menggunakan *Teknologi Acceptance Model*. Model penelitian ini di adaptasi langsung dari penelitian Natalia Tangke dengan menggunakan *Perceived Usefulness* (PU) dan *Perceived Ease of Use* (PEOU) yang merupakan variable independent dan *Attitude* (ATT) serta *Acceptance of IT* (ACIT) sebagai variable dependent.

Data dikumpulkan dengan menggunakan metode survey dan dikirim kepada responden melalui kuesioner. Dari 70 kuesioner yang di distribusikan, hanya 50 yang dapat dianalisis. Data di analisis dengan menggunakan metode *Partial Least Square* (PLS) yang merupakan metode alternative dari *Structural Equation Modeling* (SEM).

Penelitian ini berhasil membuktikan bahwa faktor yang secara langsung mempengaruhi penerimaan *e-learning system* adalah *Perceived Usefulness* (PU) yang didefinisikan sebagai persepsi pengguna tentang *e-learning system* dan secara tidak langsung di pengaruhi oleh *Perceived Ease of Use* (PEOU) yang didefinisikan sebagai kemudahan dalam menggunakan *e-learning system*. Selain itu variable *Perceived Ease of Use* (PEOU) terbukti berpengaruh signifikan terhadap variable *Perceived Usefulness* (PU).

Kata kunci : *e-Learning System*, *Perceived Usefulness*, *Perceived Ease of Use*, *Attitude*, dan *Acceptance of IT*.

ABSTRACT

The purpose of this research is to examine factors influencing the acceptance of e-learning System by PT Bank Mandiri (Persero) Tbk. employee based on Technology Acceptance Model (TAM). The model of this research adapt from previously research conduct by Natalia Tangke using Perceived Usefulness (PU), Perceived Ease of Use (PEOU) as an independent variable and Attitude and the Acceptance of e-learning System as a dependent variable.

Data are collected using survey method and deliver to respondents through questionnaire. From the 70 distributed questionnaires, only 50 that qualified for further analysis. The data analyze with the used of Partial Least Square (PLS) method which is the alternative method of Structural Equation Modeling (SEM).

This research successfully proved that the factor directly influenced the acceptance of e-learning System is Perceived Usefulness (PU) that define as user perception concerning usefulness of e-learning System and indirectly influenced by Perceived Ease of Use (PEOU) factor that define as user perception concerning amenity and comfort in using e-learning System. In addition, the Perceived Ease of Use (PEOU) variable proved to have a significant influence toward the Perceived Usefulness (PU) variable.

Keyword : Information Technology System, Perceived Usefulness, Perceived Ease of Use, Attitude, and Acceptance of IT