

ABSTRACT

The aim of this research is to induce the relation between perceived work characteristics (complexity, rigidity, and radicalness) and technology acceptance model in improving the model of TAM. The object of this research is individuals who use the information technology system.

The technique of data collection is questionnaire. It was spreaded in online survey as well as distributed directly to the samples that involved college students and employees who already used social media and information technology system. 190 data from college students and 204 data from employees were collected and analyzed by using descriptive statistics, validity, reliability, and Structural Equation Modelling (SEM) to examine the hypotheses with Lisrel 8.80.

This research contributes to the groups that use the information technology system, especially for the samples of this research, namely college students and employees. The result shows that the hypotheses which statistically not supported in this research are caused by the condition of system characteristics (rigid, complex, and radical) that influences the intention to use. If these characteristics are applied, they will appear some positive and negative reactions from the users. Then, there are other factors that also influence the system users' decision, namely environment, samples that were already familiar with social media and information technology system, system adoption which consists of mandatory and voluntary, perceived enjoyment, and self-efficacy. Meanwhile, the hypotheses that statistically supported are caused by some positive and negative effects in adopting the system that will be used. Moreover, the research result also appears a contradiction in theory of Technology Acceptance Model.

Keywords: perceived work characteristics (complexity, rigidity, and radicalness), Technology Acceptance Model

INTISARI

Penelitian ini bertujuan untuk mengindusi hubungan antara *perceived work characteristics*, (yaitu *complexity*, *rigidity*, dan *radicalness*) dan *technology acceptance model* dalam memperbaiki model TAM. Objek penelitian ini adalah individu-individu yang menggunakan sistem teknologi informasi.

Teknik pengumpulan data dilakukan dengan kuesioner melalui survei online dan tidak online yang didistribusikan kepada para mahasiswa dan karyawan perusahaan yang secara aktual menggunakan media sosial dan sistem teknologi informasi. Sebanyak 190 data mahasiswa dan 204 data karyawan berhasil dikumpulkan dan dianalisis menggunakan statistik deskriptif, uji validitas, dan reliabilitas, dan *Structural Equation Modelling* (SEM) untuk menguji hipotesis dengan bantuan aplikasi Lisrel 8.80.

Hasil penelitian ini dapat memberikan kontribusi bagi pihak-pihak yang menggunakan sistem teknologi informasi terutama bagi sampel dalam penelitian ini, yaitu mahasiswa dan karyawan. Hasil penelitian menunjukkan hipotesis tidak terdukung disebabkan oleh adanya kondisi sifat sistem (*rigid*, *complex*, dan *radical*) yang mempengaruhi niat pengguna suatu sistem. Apabila sifat ini diterapkan, maka akan menimbulkan beberapa reaksi positif dan negatif dari penggunaannya. Selanjutnya, terdapat faktor lain yang mempengaruhi keputusan pengguna sistem: faktor lingkungan, sampel penelitian yang sudah familier dengan media sosial dan sistem teknologi informasi, pengadopsian sistem: mandatori dan voluntari, *perceived enjoyment*, dan *self-efficacy*. Di sisi lain, hipotesis terdukung disebabkan oleh adanya beberapa dampak positif dan negatif dalam mengadopsi suatu sistem yang akan digunakan. Selain itu, hasil penelitian ini juga memunculkan kontradiksi dalam teori *technology acceptance model*.

Kata kunci: *perceived work characteristics* (*complexity*, *rigidity*, dan *radicalness*), *Technology Acceptance Model*