

ABSTRAK

Seiring dengan perkembangan teknologi informasi dan komunikasi, kebutuhan informasi semakin mudah terpenuhi. Salah satu sumber informasi di perpustakaan yang menjadi trending topik era ini yaitu dalam format digital. Sumber informasi digital yang mutakhir disediakan diantaranya jurnal *online*. Jurnal *online* merupakan sebuah publikasi berkala yang berisi artikel-artikel dan temuan-temuan ilmiah yang bisa diakses secara flexibel tanpa mengenal ruang dan waktu. Perpustakaan UGM melanggankan berbagai jenis jurnal *online*, semata-mata untuk kepentingan dan kebutuhan para pemustakanya. Pengaksesan jurnal *online* terutama oleh mahasiswa strata satu disinyalir masih belum maksimal, hal ini sangat disayangkan mengingat biaya langganan jurnal tersebut yang cukup mahal.

Permasalahan yang diangkat dalam penelitian ini yaitu mengapa mahasiswa strata satu UGM belum mengakses jurnal *online* yang dilanggan oleh Perpustakaan UGM. Teori yang digunakan dalam penelitian ini yaitu menggunakan teori TAM (*Technology Acceptance Model*) yang telah dimodifikasi. Metode penelitian yang digunakan yaitu jenis penelitian kuantitatif dengan memberikan kuesioner kepada responden yang pernah mengakses jurnal *online*, dengan jumlah responden 200 mahasiswa. Analisis data dengan melakukan uji validitas, uji reliabilitas, dan uji hipotesis menggunakan alat bantu SmartPLS.

Berdasarkan hasil analisis data yang dilakukan, dapat diperoleh kesimpulan bahwa yang faktor pendorong mahasiswa strata satu UGM mengakses jurnal *online* dipengaruhi *social influence*, *complexity*, dan ketersediaan *infrastruktur*. Sedangkan faktor yang menghambat akses jurnal *online* yaitu *user training*, *perceived ease of use* dan *perceived usefulness* yang belum seluruhnya dirasakan oleh mahasiswa strata satu UGM. Dari hasil ini juga diketahui bahwa karakteristik mahasiswa strata satu disetiap fakultas di lingkungan UGM memiliki karakteristik yang berbeda-beda. Mahasiswa Fakultas Teknik mengalami hambatan di *complexity* (bahasa dan pemahaman), *user training* dan *perceived ease of use* yang belum dirasakan. Mahasiswa Fakultas Kedokteran Umum mengalami hambatan di *social influence*, *user training*, dan *perceived of usefulness* yang belum dirasakan. Mahasiswa Fakultas Ekonomika dan Bisnis mengalami hambatan di *user training*, pengaruh dan *perceived ease of use* yang dan *perceived of usefulness* yang belum dirasakan. Mahasiswa Fakultas Ilmu Budaya, mengalami hambatan di *user training*, *perceived ease of use* yang dan *perceived of usefulness* yang belum dirasakan.

Kata Kunci: Jurnal *online*, *Technology Acceptance Model*, dan SmartPLS

ABSTRACT

Along with the development of information and communication technology, the needs of information are more easily fulfilled. One of the information source at the library that becomes the trending topic in this era is digital format. The source of digital information that is often be updated is provided namely journal online. Journal online is a periodic publication that contains articles and scientific findings that can be accessed in flexibel without knowing the space and time. The UGM library resubscribes various types of journal online, it certainly for the benefit of the users. The access of journal online by the students of the strata one still not maximized, that situation describes bad condition because the price of resubscribe of journal is more expensive.

The problems raised in this research is why students of strata one that have not maximally in used the access of journal online which has been provided by UGM library. The theory used in this research is TAM (Technology Acceptance Model) theory that has been modified. The research method that used in this research is quantitative method. The researcher gave questioner to the respondents who have ever accessed the journal online, this research involved 200 students. The researcher used validity test, reliability test, and hypothesis test used SmartPLS to analyze the data.

Based on the results of an analysis of the data done, it can be obtained the conclusion that the journal online access student level one UGM affected by the social influence, complexity, and the availability infrastructure. While the factor that impedes is a user training, perceived ease of use and perceived usefulness that not all strata one UGM felt by students. This result is also known that the characteristics of strata one students in every faculty in UGM has different characteristics. Students of the Faculty of Engineering have problems in complexity (language and comprehension), user training, and perceived ease of use that has not been felt. Students of the Faculty of General Medicine experiencing the barriers in social influence, user training, and perceived of usefulness is yet to be felt. Students of the Faculty of Economics and Business experience obstacles in usertraining, and the influence of perceived ease of use and perceived usefulness of which is yet to be felt. Students of the Faculty of Humanities, experiencing barriers in usertraining, perceived ease of use andthat perceived of usefulness is yet to be felt.

Keyword: Journal online, technology acceptance model, and SmartPLS.