

INTISARI

Branch Delivery Sytem adalah inti dari sistem informasi dalam dunia perbankan. Dengan banyaknya fungsi yang terdapat di dalamnya, membuat para penggunanya membutuhkan usaha ekstra untuk dapat mengoptimalkan penggunaannya. Tujuan dari penelitian ini adalah untuk menguji faktor-faktor yang mempengaruhi penerimaan teknologi Branch Delivery System di kalangan perbankan oleh para pegawai Bank XYZ area Yogyakarta dengan menggunakan Technology Acceptance Model (TAM). Variabel yang digunakan dalam penelitian ini adalah *Computer Self Efficacy*, *Perceived Ease of Use*, *Perceived Usefulness*, *Perceived Enjoyment*, *Intention to Use* dan *Attitute Towards Using*.

Data yang dikumpulkan menggunakan metode survey. Data dianalisis dengan menggunakan metode *Partial Least Square (PLS)* yang merupakan metode alternatif dari *Structural Equation Model (SEM)*.

Penelitian ini berhasil membuktikan bahwa faktor-faktor yang berpengaruh positif terhadap penerimaan Branch Delivery System adalah pengaruh *Computer Self Efficacy* terhadap *Perceived Usefulness*, *Computer Self Efficacy* terhadap *Perceived Ease of Use*, *Perceived Usefulness* terhadap *Attitude Towards Using*, *Perceived Ease of Use* terhadap *Attitude Towards Using*, *Perceived Ease of Use* terhadap *Perceived Enjoyment* dan *Perceived Enjoyment* terhadap *Attitude Towards Using*. Sedangkan untuk variabel yang terbukti tidak berpengaruh secara signifikan terhadap penggunaan *Branch Delivery System* adalah *Computer Self Efficacy* terhadap *Perceived Enjoyment*, *Perceived Usefulness* terhadap *Intention to Use*, *Perceived Ease of Use* terhadap *Perceived Usefulness* dan *Attitude Towards Using* terhadap *Intention to Use*.

Kata kunci : *Technology Acceptance Model, Branch Delivery System, Perceived Enjoyment*

ABSTRACT

Branch Delivery System is the core of information system in the banking world. With many function contained in it, make its users require extra efforts to be able to optimize its use. The purpose of this research is to examine factors influencing the acceptance of Branch Delivery System used by Bank XYZ's employee in Yogyakarta area. The variabels of this research are Computer Self Efficiacy, Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment, Intention to Use, and Attitute Towards Using. Data are collected using survey method and analyzed using Partial Least Square (PLS), an alternative method of Structural Equation Model (SEM).

This research has proved that the factors influence the acceptance of Branch Delivery System are Computer Self Efficacy to Perceived Usefulness, Computer Self Efficacy to Perceived Ease of Use, Perceived Usefulness to Attitude Towards Using, Perceived Ease of Use to Attitude Towards Using, Perceived Ease of use to Perceived Enjoyment, dan Perceived Enjoyment to Attitude Towards Using, while the factors do not influence Branch Delivery System are Computer Self Efficacy to Perceived Enjoyment, Perceived Usefulness to Intention to Use, Perceived Ease of Use to Perceived Usefulness, dan Attitude Towards Using to Intention to Use.

Keywords : *Technology Acceptance Model, Branch Delivery System, Perceived Enjoyment*