ABSTRACT

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ANALISIS MINAT DAN PERILAKU PENGGUNAAN APLIKASI UPH *MOBILE* DENGAN PENDEKATAAN *UTAUT (Unified Theory of Acceptance and Usage of Technology)*

(XV + 82 halaman; 12 gambar; 17 tabel; 3 Lampiran)

Universitas Pelita Harapan hadir dengan solusi dalam mengembangkan aplikasi *mobile* sederhana dengan berbagai *fitur* dan *design* yang sesuai dengan demografis *audiens* aplikasi tersebut bernama UPH *Mobile*. Dalam konteks ini, Metode *UTAUT* dengan menggunakan variabel *Performance Expetancy, Effort Expetancy, Social Influnce, Facilitating Condition, Behaviour Intention* dan *Use Behavior*. Tujuan penelitian ini untuk menganalisa apakah variabel-variabel tersebut berpengaruh terhadap minat dan perilaku pengguna aplikasi UPH *Mobile*. Melalui penelitian ini, diharapkan dapat memberikan bantuan informasi dari hasil yang di dapatkan dalam membantu para pengembang agar dapat memberikan gambaran tentang aplikasi UPH *Mobile* agar semakin baik. Hasil dari penelitian menunjukkan bahwa variabel yang memiliki pengaruh adalah *Performance Expetancy, Effort Expetancy, Social Influnce, Behaviour Intention* dan *Use Behavior* dan yang paling berpengaruh adalah *behaviour Intention* dengan nilai *path coefficient* sebesar 0,673. Dan berdasarkan nilai dari t-test , hipotesis *Facilitating Conditions* ditolak. Lalu berdasarkan dengan nilai *path coefficient* dari *Facilitating Conditions* sebesar 0,124 adalah yang paling kecil.

Kata kunci: Universitas Pelita Harapan (UPH), UPH *Mobile*, Metode *UTAUT*

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ABSTRACT

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ANALYSIS OF INTEREST AND BEHAVIOR IN USING THE UPH MOBILE APPLICATION USING THE UTAUT APPROACH (Unified Theory of Acceptance and Usage of Technology)

(XV + 82 page; 12 pictures; 17 tables; 3 Attachments)

Pelita Harapan University is here with a solution in developing a simple mobile application with various features and designs that suit the demographic audience of the application called UPH Mobile. In this context, the UTAUT method uses the variables Performance Expetancy, Effort Expetancy, Social Influence, Facilitating Condition, Behavior Intention and Use Behavior. The aim of this research is to analyze whether these variables influence the interests and behavior of UPH Mobile application users. Through this research, it is hoped that we can provide data assistance from the results obtained to help developers be able to provide an overview of the UPH Mobile application to make it better. The results of the research show that the variables that have an influence are Performance Expetancy, Effort Expetancy, Social Influence, Behavior. Intention and Use Behavior and the most influential is behavior Intention with a value path coefficient of 0,673. And based on the t-test value, the Facilitating Conditions hypothesis is rejected. Then, based on the path coefficient value of Facilitating Conditions, 0.124 is the smallest.

Keywords: Pelita Harapan University (UPH), UPH *Mobile*, *UTAUT* Method