

ABSTRAK

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ANALISIS PERILAKU PENGGUNA APLIKASI ZOOM DENGAN METODE PERMODELAN *UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY* (UTAUT)

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(xvi + 194 halaman; 24 gambar; 43 tabel; 3 lampiran)

Meluasnya wabah COVID-19 di dunia telah menyebabkan perubahan pada aktivitas masyarakat. Dalam menangani hal tersebut, pemerintah memberlakukan UU untuk mengatur pembatasan sosial masyarakat Indonesia. Dalam pembatasan sosial, masyarakat dilarang untuk bertemu secara langsung serta mengurangi aktivitas di luar rumah. Hal ini menyebabkan masyarakat beralih menggunakan aplikasi *video conference* seperti Zoom untuk digunakan sebagai media dalam melakukan pertemuan secara *online*. Oleh karena itu, tujuan dari penelitian ini adalah menganalisis perilaku pengguna Zoom dengan menggunakan metode *Unified Theory of Acceptance and User Technology* (UTAUT). Dalam metode UTAUT Venkatesh (2003), variabel *performance expectancy*, *effort expectancy*, *social influence*, dan *facilitating conditions* menjadi variabel laten eksogen. Sedangkan variabel *use behavior* menjadi variabel laten endogen. Kemudian variabel *behavioral intention* sebagai variabel laten eksogen dan endogen. Dalam penelitian ini ditambahkan variabel laten eksogen *extrinsic motivation* untuk menanggapi kasus privasi yang dialami Zoom dan wabah virus yang ada. Data dikumpulkan melalui penyebaran kuesioner menggunakan Google Forms. Kemudian data tersebut diolah menggunakan *software* statistik dan SmartPLS. Pengolahan data dilakukan dengan metode uji instrumen, uji statistik deskriptif, uji asumsi klasik, uji inferensial, uji variabel *intervening*, dan pembuatan IPMA. Hasil yang didapatkan dari penelitian ini adalah variabel *performance expectancy* mempengaruhi variabel *behavioral intention* dan variabel *use behavior* pengguna Zoom, variabel *social influence* hanya mempengaruhi variabel *use behavior* pengguna Zoom, variabel *extrinsic motivation* dan *facilitating conditions* hanya mempengaruhi variabel *behavioral intention*. Pengaruh tersebut dapat diketahui karena *P-value* yang dihasilkan kurang dari 0,05. Sedangkan variabel *effort expectancy* tidak mempengaruhi variabel *behavioral intention* dan variabel *use behavior*. Kemudian didapatkan juga bahwa variabel *extrinsic motivation* dan *facilitating conditions* mempengaruhi variabel *use behavior* jika dimediasi oleh variabel *behavioral intention*. Berdasarkan *importance performance map analysis* yang dibuat, dapat dilakukan peningkatan terhadap variabel *performance expectancy* dan *extrinsic motivation*.

Kata Kunci : Analisis perilaku, *Unified Theory of Acceptance and Use of Technology* (UTAUT), *Video conference* Zoom, SEM-PLS

Referensi : 56 (1977 - 2020)

ABSTRACT

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ZOOM USER BEHAVIOR ANALYSIS WITH *UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY* (UTAUT) MODELING METHOD

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The spread of the COVID-19 outbreak in the world has led to changes in community activities. To deal with this problem, the government enacted a law to regulate the social restrictions of Indonesian society. In social restrictions, people are prohibited from meeting in person and reducing outdoor activities. This has caused people to start using video conferencing applications such as Zoom which are used as for conducting online meetings. Therefore, the aim of this research is to analyze Zoom's user behavior using the Unified Theory of Acceptance and User Technology (UTAUT) method. In the Venkatesh (2003) UTAUT method, the variables of performance expectancy, effort expectancy, social influence, and facilitating conditions are exogenous latent variables. While the use behavior variable is an endogenous latent variable, and the behavioral intention variable is both an exogenous and endogenous latent variable. Later in this study, the extrinsic motivation exogenous latent variable was added to respond to the Zoom privacy cases and the existing virus outbreak. Data were collected through questionnaires using Google Forms. Then the data will be processed using a statistic software and the SmartPLS program. Data processing was carried out by using the instrument test method, descriptive statistical test, classical assumption test, inferential test, intervening variabel test, and IPMA. The results obtained from this study shows that the variable performance expectancy affects the behavioral intention variable and the use behavior variable of Zoom users, the social influence variable only affects the use behavior of Zoom users, the extrinsic motivation and facilitating conditions variables only affect the behavioral intention variable. This effect can be seen because the resulting P-value is less than 0.05. Meanwhile, the effort expectancy variable does not affect the behavioral intention and use behavior variables. Then it was also found that the extrinsic motivation and facilitating conditions variables affected the use behavior variable if it was mediated by the behavioral intention variable. Based on the importance of performance map analysis, an improvement can be made to the variable performance expectancy and extrinsic motivation.

Keywords : Behavior analysis, Unified Theory of Acceptance and Use of Technology (UTAUT), Zoom Video conference, SEM-PLS

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