

ABSTRACT

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ANALYSIS OF THE ADOPTION OF A LEARNING MANAGEMENT SYSTEM (LMS) USING THE TECHNOLOGY READINESS ACCEPTANCE MODEL (TRAM) AT THE XYZ INSURANCE COMPANY
(xvi + 175 pages: 23 figures; 57 tables; 12 appendices)

This study examined the adoption of a Learning Management System (LMS) using the Technology Readiness and Acceptance Model (TRAM) at the XYZ insurance company. It employed a mixed-method sequential explanatory design, beginning with a quantitative analysis through the Structural Equation Modeling-Partial Least Square (SEM-PLS) based on the data from the insurance agents, followed by the qualitative analysis through the interviews to deepen the findings. The study involved 163 respondents. The primary focus was to test the influence of Optimism (OPT), Innovativeness (INN), Discomfort (DIS), and Insecurity (INS) on Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), as well as their impacts on Attitude Toward Using (ATT) and Behavioral Intention to Use (BI) related to LMS. The results have indicated that BI is significantly positively influenced by ATT, where ATT is significantly positively influenced by PU and PEOU. PU is most influenced by OPT and PEOU, while PEOU is most influenced by OPT, INN, and INS. These findings have provided important insights into the developments of training and learning strategies in the XYZ insurance company, emphasizing the importance of considering technology readiness factors in the implementation of technology-based training systems.

Keywords : Technology Readiness Index (TRI), Technology Acceptance Model (TAM), Technology Readiness Acceptance Model (TRAM), Learning Management System (LMS), Technology Adoption

References : 70 (1942-2024)

ABSTRAK

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ANALISIS ADOPSI *LEARNING MANAGEMENT SYSTEM* (LMS) DENGAN *TECHNOLOGY READINESS ACCEPTANCE MODEL* (TRAM) DI PERUSAHAAN ASURANSI XYZ

(xvi + 175 halaman: 23 gambar; 57 tabel; 12 lampiran)

Penelitian ini mengkaji adopsi *Learning Management System* (LMS) menggunakan *Technology Readiness and Acceptance Model* (TRAM) di perusahaan asuransi XYZ. Penelitian ini menggunakan metode campuran bertipe *sequential explanatory*, dimulai dengan analisis kuantitatif melalui *Structural Equation Modeling - Partial Least Square* (SEM-PLS) berdasarkan data dari agen asuransi, diikuti dengan analisis kualitatif melalui wawancara untuk memperdalam temuan. Penelitian ini melibatkan 163 responden. Fokus utamanya adalah menguji pengaruh *Optimism* (OPT), *Innovativeness* (INN), *Discomfort* (DIS), dan *Insecurity* (INS) terhadap *Perceived Usefulness* (PU) dan *Perceived Ease of Use* (PEOU), serta dampaknya terhadap *Attitude Toward Using* (ATT) dan *Behavior Intention to Use* (BI) terkait LMS. Hasil menunjukkan bahwa BI dipengaruhi positif signifikan oleh ATT. Dimana ATT dipengaruhi positif signifikan oleh PU dan PEOU. PU paling dipengaruhi oleh OPT dan PEOU. Sedangkan PEOU paling dipengaruhi oleh OPT, INN, dan INS. Temuan ini memberikan wawasan penting bagi pengembangan strategi pelatihan dan pembelajaran di perusahaan asuransi XYZ, menggarisbawahi pentingnya memperhatikan faktor kesiapan teknologi dalam implementasi sistem training berbasis teknologi.

Kata Kunci : *Technology Readiness Index* (TRI), *Technology Acceptance Model* (TAM), *Technology Readiness Acceptance Model* (TRAM), *Learning Management System* (LMS), Adopsi Teknologi

Referensi : 70 (1942-2024)