

Pengembangan model penerimaan user terhadap teknologi jaringan internet nirkabel (hotspot) pada institusi pendidikan tinggi studi kasus di Universitas XZY

Diat Nurhidayat, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=125423&lokasi=lokal>

Abstrak

Penelitian tentang adopsi dan penerimaan teknologi wireless fidelity (Wi-Fi) publik hotspot masih sedikit kurang jelas. Hal ini menjadi suatu hal yang imperatif untuk dimengerti. Sudah banyak penelitian tentang penerimaan sistem informasi dan Teknologi informasi, sebagai misal penelitian tentang penerimaan user tentang Sistem ERP pada sebuah perusahaan, hal ini pula yang melatarbelakangi peneliti untuk meneliti model penerimaan teknologi hotspot di Universitas XYZ.

Penelitian penerimaan pengguna sistem hotspot di Universitas XYZ dilakukan penulis untuk mengetahui sejauh mana tingkat penerimaan user terhadap sistem tersebut. Peneliti menggunakan Model Persamaan Struktural (Structural Equation Modeling). Penelitian ini melibatkan 115 user dari civitas akademika Universitas XYZ yang menggunakan sistem hotspot untuk koneksi ke internet. Penelitian ini menggunakan 7 variabel latent, yang terdiri dari 5 variabel eksogen Relative Advantage, Ease of Use, Wireless Trust, Facilitating Condition, Personal Innovativeness on Domain Information Technology. dan 2 variabel endogen, Current Usage, Future Usage. Pengambilan data dilakukan dengan menyebarkan kuesioner dengan penilaian skala likert ke responden. Alat bantu analisis menggunakan software LISREL.

Hasil dari penelitian ini adalah diterimanya variabel Current Usage. Penelitian ini masih memerlukan penelitian lanjutan untuk menemukan variabel konstruk lainnya yang mewakili penerimaan pengguna terhadap sistem hotspot.

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Research on wireless fidelity (Wi-Fi) public hotspot acceptance and adoption is rarely founded. It has become imperative to understand the critical factors that affect their acceptance. There are many research on the user acceptance of information systems and information technology. For instance, research on user acceptance of the ERP system on many companies, This drove the idea of this research on model of wifi technology at XYZ University.

Aims of this study is to examine the extent to which level of user acceptance on the hotspot/WiFi system. The author used the Structural Equation Modeling (SEM) as an analysis method. Respondent of this study involved 115 People from civitas academica of the XYZ University which using the system for the internet connection. There are seven latent variables, which consist of Relative Advantage, Facilitating Condition, Wireless Trust, Personal Innovativeness In Domain of Information technology, Ease of use. Also known as exogen variables and Current Usage, And Future Usage known as endogen variable. Data Collection done by distributing the questionnaire to respondent in which the questionnaire used a Likert scale. LISREL was used as an analysis tool in this study.

Results of this study shows that the Curent Use variable, is accepted by the users while other variables have no significant influence on this model. This study suggest further research to find others construct variables that represent the user acceptance of the hotspot.