

Penerimaan wearable computer berbentuk smart glass berdasarkan kerangka balanced technology acceptance model balanced tam dan perceived mobility = The acceptance of smart glass as a wearable computer based on balanced technology acceptance model balanced tam and perceived mobility framework / Rahmasari Nung Yulianti

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Abstrak

ABSTRAK

Dewasa ini, perkembangan teknologi semakin pesat. Salah satu produk yang tengah dikembangkan adalah wearable computer. Salah satu bentuk dari wearable computer adalah smart glass yang tergolong dalam dual product, yaitu perpaduan antara utilitarian product dan hedonic product. Smart glass adalah wearable computer yang memiliki fungsi dan fitur yang mirip dengan smartphone. Sebagai perangkat yang tergolong baru, perlu dilakukan penelitian terlebih dahulu terkait penerimaan teknologi tersebut, terutama dilihat dari konstruk perceived usefulness, perceived ease of use, perceived enjoyment, identification, stimulation, perceived mobility, attitude toward smart glass, dan intention to use smart glass. Kedelapan kosntruk tersebut adalah perpaduan dari Balanced TAM dan CAM yang mewakili karakteristik dari smart glass. Dengan stimulus berupa narasi dan gambar, hasil dari penelitian ini adalah tidak ada pengaruh yang signifikan dari attitude toward smart glass terhadap intention to use smart glass. Oleh sebab itu, pemberian rekomendasi dapat dilakukan dengan menganalisis konstruk yang memengaruhi keduanya secara terpisah.

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ABSTRACT

Nowadays, technology evolves faster and wider. One of the latest technology development is wearable computer which has smart glass as one of its type. Smart glass is classified as dual product and is resemble smartphone. A dual product is a combination of utilitarian product and hedonic product. As a new product, it is a necessary to do a research regarding its acceptance. Factors that can be inferred in having effect to the tehcnology acceptance are perceived usefulness, perceived ease of use, perceived enjoyment, identification, stimulation, perceived mobility, attitude toward smart glass and intention to use smart glass. Those factors were adapted from Balanced TAM and CAM. These two theories has characteristics that appropriate with smart glass. By using narrative and pictures, the finding of this research is there is no significant effect on intention to use smart glass from attitude toward smart glass. Thus, recommendations were done by analyzing constructs that affect them independently.