

Analisis factor-faktor yang mempengaruhi penerimaan pengguna dalam melakukan pembelian e-magazine = Analysis of factors influencing the user acceptance of e-magazine

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Abstrak

[Potensi perkembangan dunia digital di Indonesia, baik dari aspek konsumen atau pun pengiklan memberikan membuka peluang luar biasa terhadap industri media. Evolusi dan perubahan yang pesat dibidang teknologi merupakan perubahan mendasar yang mengakibatkan berubahnya kondisi pasar, iklim bisnis dan audiens media. Media elektronik seperti e-magazine merupakan sebuah inovasi yang dilakukan oleh perusahaan media cetak untuk menjangkau pengguna yang lebih banyak. Namun sebuah inovasi tidak secara langsung dapat diterima oleh masyarakat. Penelitian ini bertujuan untuk mencari faktor-faktor yang mempengaruhi pengguna dalam melakukan pembelian e-magazine. Model penelitian yang digunakan merupakan gabungan dari model penerimaan teknologi dan resistansi inovasi. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner secara online melalui email dan juga menyebarkan kuesioner cetak. Pengolahan data dilakukan dengan metode Partial Least Square (PLS). Hasil penelitian ini menunjukkan bahwa Purchase intention secara signifikan dipengaruhi oleh perceived ease of use dan relative advantage.

Potential development of the digital world in Indonesia, both from the consumer or advertiser providing tremendous opportunities for the media industry. The evolution and rapid changes in technology are fundamental changes that result in changes in market conditions, the business climate and the media audience. Electronic media such as e-magazine is an innovation made by print media companies to reach more users. However, an innovation not directly be accepted by society. This study aimed to explore the factors that affect users in the purchase of the e-magazine. The research model uses a combination of technology acceptance model and innovation resistance. Data collection was done by spreading kuesioner online via email and also spread the printed questionnaire. Data processing was conducted using Partial Least Square (PLS). The results of this study indicate that Purchase intention significantly influenced by perceived ease of use and relative advantage., Potential development of the digital world in Indonesia, both from the consumer

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