

Pengaruh computer playfulness dan personal innovativeness terhadap cognitive absorption dalam penggunaan teknologi informasi

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20409432&lokasi=lokal>

Abstrak

The objective of this study is to investigate the impact of computer playfulness and personal innovativeness on cognitive absorption in using World Wide Web. Prior study in individual psychology suggest that holistic experiences with technology such as enjoyment is potentially important explanatory variables in technology acceptance theories. Cognitive absorption theorized as being exhibited through the five dimensions of temporal dissociation, focused immersion, heightened enjoyment, control and curiosity is posited to be determined by individual traits such as computer playfulness and personal innovativeness....