Memahami behavioral intention komunitas virtual dalam perspektif relationship quality dan technology acceptance model studi kasus kaskus = Understanding behavioral intention of virtual community relationship quality and technology acceptance model perspective a case study on kaskus / Handy Suberlin

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Abstrak

[Skripsi ini membahas tentang pengaruh faktor-faktor yang ada pada relationship quality dan technology acceptance model terhadap sense of belonging dan inteniton to participate (intention to get knowledge & intention to share knowledge) dalam komunitas virtual Kaskus. Relationship quality memiliki 2 dimensi yakni, dimensi familiarity dan trust. Technology Acceptance Model (TAM) yang sering digunakan dalam penelitian terkait sistem informasi atau teknologi digunakan untuk mengukur kualitas dari komunitas virtual dari perceived usefulness dan perceived ease of use sistem dari komunitas virtual. Terdapat 130 responden member Kaskus yang memiliki ID atau akun Kaskus. Dengan menggunakan Structural Equation Modeling dan program LISREL 8.51, penelitian ini menunjukkan bahwa hampir semua faktor dari relationship quality maupun TAM berpengaruh positif terhadap sense of belonging dan intention to participate, kecuali hubungan antara perceived ease of use terhadap sense of belonging. Pentingnya membuat stimulus interaksi menjadi temuan penting dalam penelitian ini., This research investigates the effect of the components of relationship quality and technology acceptance model towards sense of belonging and inteniton to participate (intention to get knowledge & intention to share knowledge) on virtual community Kaskus. Relationship quality has 2 dimensions, familiarity and trust. Technology Acceptance Model (TAM) is used in this research with its components, perceived usefulness and perceived ease of use. The 130 respondents were Kaskus members with ID's. By using Structural Equation Modeling and the software LISREL 8.51, the findings show that most of all relationship that the components of social capital & TAM positively affect sense of belonging and intention to participate, except the relationship of perceived ease of use toward sense of belonging. The key finding of this research is the importance to create "interaction stimulus" on virtual community.]