

Hubungan karakteristik inovasi terhadap tahap konfirmasi dalam proses adopsi inovasi pada pengguna mobile application KAI access = Correlation between innovation characteristics and confirmation stage within the adaption process the case of KAI access mobile application / Sinta Damayanti

Sinta Damayanti, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20414408&lokasi=lokal>

Abstrak

[ABSTRAK

Perkembangan penggunaan telepon selular atau perangkat mobile telah membuat banyak inovasi yang memanfaatkan fenomena tersebut. PT. KAI pada 4 September 2014 memperkenalkan inovasi mereka di bidang teknologi yaitu pembelian tiket melalui aplikasi mobile yaitu KAI Access. KAI Access telah secara aktif digunakan oleh 250.000 orang. Penelitian ini dilakukan untuk mengetahui hubungan karakteristik inovasi terhadap tahap konfirmasi dalam proses adopsi inovasi sehingga pengguna aplikasi KAI Access tersebut memutuskan untuk melanjutkan penggunaan ataupun menghentikan adopsinya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei untuk mengetahui persepsi yang dirasakan pengguna dalam mengadopsi inovasi KAI Access tersebut. Dari hasil penelitian, karakteristik inovasi masih memiliki hubungan yang kuat dan signifikan terhadap pengguna KAI Access dalam memutuskan untuk melanjutkan atau menghentikan penggunaan walaupun tidak seluruh karakteristik tersebut memiliki hubungan yang kuat. Dimensi keuntungan relatif dan kompleksitas adalah karakteristik yang memiliki hubungan kuat dan signifikan terhadap keputusan melanjutkan atau menghentikan adopsi.

<hr>

ABSTRACT

The development of the mobile phone or mobile device usage has made many innovations that take advantages from this phenomenon. On 4 September 2014, PT. KAI introduced a new innovation on online ticket purchasing through a mobile application called KAI Access. Since its introduction, the application has been actively used by around 250,000 users. This study was carried out to examine the relationship of innovation characteristics up to the confirmation stage within the innovation adoption process, and the decision made by users to continue or discontinue using the application. A quantitative study was employed, by using web-based survey to the population of users provided by PT. KAI. The study finds that characteristics of innovation still become strong and significant factors which determine users' decision to continue/discontinue using the application, though not all characteristics have similar influence. Among the significant factors, relative advantage and complexity dimensions are the

strongest and most significant factors determining users' decision to continue the adoption., The development of the mobile phone or mobile device usage has made many innovations that take advantages from this phenomenon. On 4 September 2014, PT. KAI introduced a new innovation on online ticket purchasing through a mobile application called KAI Access. Since its introduction, the application has been actively used by around 250,000 users. This study was carried out to examine the relationship of innovation characteristics up to the confirmation stage within the innovation adoption process, and the decision made by users to continue or discontinue using the application. A quantitative study was employed, by using web-based survey to the population of users provided by PT. KAI. The study finds that characteristics of innovation still become strong and significant factors which determine users' decision to continue/discontinue using the application, though not all characteristics have similar influence. Among the significant factors, relative advantage and complexity dimensions are the strongest and most significant factors determining users' decision to continue the adoption.]