

Faktor-faktor yang mempengaruhi minat untuk menggunakan sistem pembelajaran berbasis web e-learning pada pekerja kerah biru: studi kasus PT Frisian Flag Indonesia = Factors affecting the intention to use a web based learning system e learning among blue collar workers: case study PT Frisian Flag Indonesia / Aulia Yuniarto

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi minat untuk menggunakan sistem e-learning. Faktor-faktor tersebut adalah sikap untuk menggunakan, persepsi kegunaan, persepsi kemudahan, pengaruh sosial, kondisi fasilitas dan kecemasan pada pekerja kerah biru di PT Frisian Flag Indonesia. Pendekatan Structural Equation Modelling dengan menggunakan perangkat lunak Lisrel digunakan untuk mengidentifikasi faktor-faktor mana yang memiliki pengaruh positif dan signifikan. Data diperoleh dari 391 pekerja kerah biru. Penelitian ini juga menyimpulkan bahwa faktor persepsi kegunaan merupakan faktor yang paling kuat dibandingkan dengan variabel lainnya. Penelitian ini juga mengindikasikan implikasi yang dapat digunakan untuk meningkatkan performa perusahaan.

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ABSTRACT

This study aims to identify factors affecting intention to use e-learning. These factors are attitude toward use, perceived usefulness, perceived ease of use, social influence, facilitating conditions and anxiety among blue collar workers at Frisian Flag Indonesia. A structural equation modelling approach using Lisrel software was applied to identify the factors above that may have positive and significant affect. Data obtained from 391 blue collar workers. The study concludes that perceived usefulness is a much stronger predictor of user intention compared to others. The study also indicates implications to improve performance of company, This study aims to identify factors affecting intention to use e-learning. These factors are attitude toward use, perceived usefulness, perceived ease of use, social influence, facilitating conditions and anxiety among blue collar workers at Frisian Flag Indonesia. A structural equation modelling approach using Lisrel software was applied to identify the factors above that may have positive and significant affect. Data obtained from 391 blue collar workers. The study concludes that perceived usefulness is a much stronger predictor of user intention compared to others. The study also indicates implications to improve performance of company]