

# Analisis pengaruh perceived usefulness dan perceived ease of use terhadap perilaku penggunaan aplikasi media sosial dengan privacy concern sebagai faktor moderasi: studi kasus: aplikasi snapchat di Indonesia = The effect of perceived usefulness and perceived ease of use towards behavioral intention in using social media apps with privacy concern as moderating factor: case study snapchat app in Indonesia

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## Abstrak

Meningkatnya penggunaan aplikasi pada telepon genggam mengiringi perkembangan zaman yang serba digital. Hal ini merubah cara hidup orang-orang sekaligus mendorong perkembangan atas inovasi dari beragam aplikasi, yang kemudian menciptakan kompetisi bagi para developer aplikasi untuk melakukan inovasi atas teknologi baru. Snapchat merupakan salah satu bentuk inovasi yang muncul dengan konsep ephemeral social media, di mana konten yang dibagikan pada Snapchat akan menghilang dalam kurun waktu tertentu sesaat setelah penerima konten membukanya. Berbicara mengenai pengadopsian teknologi baru tidak terlepas dari konsep Technology Acceptance Model TAM dalam menentukan perilaku penggunaan behavioral intention seseorang atas teknologi. Penelitian ini bertujuan untuk melihat variabel-variabel atas TAM, yakni perceived usefulness dan perceived ease of use serta privacy concern sebagai faktor moderasi berpengaruh terhadap behavioral intention seseorang atas aplikasi Snapchat. Sampel penelitian ini adalah pengguna aktif Snapchat minimal tiga bulan yang berusia 18 hingga 25 tahun. Data kemudian diolah menggunakan Structural Equation Modelling. Hasil penelitian menunjukkan bahwa perceived ease of use memiliki pengaruh positif terhadap perceived usefulness dan behavioral intention atas aplikasi Snapchat. Di sisi lain, perceived usefulness tidak berpengaruh terhadap behavioral intention seseorang atas Snapchat. Hasil penelitian juga menunjukkan bahwa adanya privacy concern sebagai faktor moderasi tidak meningkatkan pengaruh perceived ease of use dan perceived usefulness terhadap behavioral intention seseorang atas aplikasi Snapchat.

*The number of mobile apps user is increasing as the digital age is developing as well. This phenomenon changes the way people live their life and also encourages the development of innovation in various mobile apps that further creates competition among apps developers. Snapchat is one of many forms of new technology innovation with its ephemeral social media concept, which its content will disappear within a certain time as soon as the receiver sees it. Speaking of new technology adoption cannot be separated from the concept of the Technology Acceptance Model TAM in determining people rsquo s behavioral intention towards the technology. This study aims to examine TAM rsquo s variables, perceived usefulness and perceived ease of use, and also privacy concern as the moderating factor that have significant effect towards people rsquo s behavioral intention in using Snapchat app. The data for this study was collected from Snapchat rsquo s active users who had been using Snapchat for the past three months or more with range of 18 to 25 years old. Data then were analyzed by using Structural Equation Modelling. The result of this study showed that perceived ease of use has positive effect on perceived usefulness and people rsquo s behavioral intention in using Snapchat. However, this study showed that perceived usefulness doesn*

It has a positive effect on people's behavioral intention in using Snapchat. This study also showed that privacy concern as a moderating factor does not increase the effect of perceived ease of use and perceived usefulness on people's behavioral intention in using Snapchat. </i>