

Penerimaan Teknologi Komunikasi Berbasis Aplikasi Mobile = The Acceptance of Communication Technology Based on Mobile Application

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Abstrak

Aplikasi komunikasi mobile telah diterima dan digunakan secara luas seiring dengan tingginya adopsi smartphone. Penelitian ini menjelaskan penerimaan teknologi komunikasi berbasis aplikasi berdasarkan perspektif bukan pengguna. Penerimaan teknologi komunikasi diamati berdasarkan 13 variabel yaitu (1) perlakuan/treatment berupa membaca review dan atau mencoba aplikasi, (2) norma subyektif, (3) perceived behavioral control, (4) perceived usefulness, (5) perceived ease of use, (6) perceived enjoyment, (7) perceived expressiveness, (8) perceived quality, (9) perceived usability, (10) perceived aesthetic, (11) sikap, (12) niat menggunakan dan (13) alasan. Penelitian ini menggunakan metode campuran dengan desain eksplanatoris sekuensial. Pengumpulan data dilakukan dengan eksperimen dan wawancara mendalam. Eksperimen melibatkan 80 partisipan non-pengguna yang terbagi menjadi empat kelompok perlakuan yaitu (1) membaca review aplikasi, (2) mencoba aplikasi melalui smartphone, (3) membaca review dan mencoba aplikasi serta (4) tidak mendapat perlakuan sama sekali. Dengan menggunakan analisis one-way ANOVA dan regresi linear, sebanyak 17 hipotesis terbukti, 10 hipotesis tidak terbukti dan 11 hipotesis tidak dianalisis lebih lanjut karena dua variabel (norma subyektif dan perceived behavioral control) tidak reliabel. Selain itu, dengan menggunakan PLS-SEM, penelitian ini menghasilkan model yang menjelaskan penerimaan aplikasi komunikasi pada kelompok non-pengguna. Data kualitatif menunjukkan konfirmasi pada data kuantitatif. Salah satu temuan pada penelitian ini adalah memberikan stimulus berupa membaca review dan mencoba aplikasi sekaligus secara signifikan mempengaruhi niat menggunakan.

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Mobile applications apps have been accepted and used widely as following the high number of the smartphone adoption. This study explains the communication technology acceptance based on non-users perspectives. The communication technology had been observed by 13 variables;(1) treatment as reading app reviews or trying apps, (2) subjective norms, (3) perceived behavioral control, (4) perceived usefulness, (5) perceived ease of use, (6) perceived enjoyment, (7) perceived expressiveness, (8) perceived quality, (9) perceived usability, (10) perceived aesthetic, (11) attitude, (12) intention to use and (13) reason. This study used mixed method with sequential explanatory design. The data collection was conducted by an experiment and an indepth-interview. The experiment involved 80 non-user participants that was divided by four treatment groups (1) reading app reviews, (2) trying smartphone apps, (3) reading app reviews and trying apps and (4) no treatment. One-way ANOVA and linear regression were used to test hypotheses; 17 hypotheses wepre proved, 10 hypotheses were rejected, and 11 hypotheses were not analyzed due to two variables (subjective norms and perceived behavioral control) did not meet reliability threshold. Moreover, PLS-SEM was used to create a model that explains communication application acceptance for non-user apps. Qualitative data confirms the quantitative data. Main result of this study is giving stimuli as reading app reviews and trying apps significantly influences intention to use the mobile communication apps.