

Analisis faktor-faktor yang mempengaruhi adopsi layanan rumah pintar pada masyarakat Jabodetabek = Analysis of factors affecting the adoption of smart home services in Jabodetabek people

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Abstrak

Layanan smart home merupakan layanan yang terdiri dari perangkat yang saling berkomunikasi yang memberikan banyak manfaat bagi pemilik rumah. Layanan smart home telah dikembangkan oleh beberapa perusahaan di Indonesia. Indonesia diprediksi menjadi salah satu pasar layanan smart home dengan pendapatan sampai 1.316 juta dolar pada tahun 2024. Namun, adopsi penggunaan layanan smart home di Indonesia diprediksi hanya memiliki tingkat penetrasi sekitar 1% di tahun 2020. Penelitian ini bertujuan untuk menganalisis faktor-faktor adopsi yang mempengaruhi masyarakat dalam penggunaan layanan smart home. Hasil kuesioner dengan responden yang tinggal di Jakarta, Bogor, Depok, Tangerang, dan Bekasi (Jabodetabek) dianalisis dengan metode Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) dengan pengujian hipotesis melalui Structural Equation Modeling (SEM). Model penelitian menambahkan tiga variabel yang dapat mempengaruhi masyarakat di dalam menggunakan layanan smart home, yaitu risk, trust, dan attractiveness of alternatives. Berdasarkan pengujian hipotesis terdapat tujuh hipotesis yang diterima dan empat hipotesis yang ditolak. Hasil analisis menunjukkan bahwa faktor-faktor yang mempengaruhi masyarakat Jabodetabek dalam menggunakan layanan smart home adalah performance expectancy, effort expectancy, hedonic motivation, risk, trust, attractiveness of alternatives, dan behavioral intention.

.....Smart home service is a service that consists of devices that communicate with each other that provides many benefits for homeowners. Smart home services have been developed by several companies in Indonesia. Indonesia is predicted to become one of the smart home service markets with revenues of up to 1.316 million dollars by 2024. However, the adoption of the use of smart home services in Indonesia is predicted to only have a penetration rate of around 1% in 2020. This study aims to analyze the factors of adoption that affect people in the use of smart home services. The results of the questionnaire with respondents living in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) were analyzed using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) method by testing hypotheses through Structural Equation Modeling (SEM). The research model adds three variables that can influence people in using smart home services, namely, risk, trust, and attractiveness of alternatives. Based on hypothesis testing, there are seven hypotheses that were accepted and four hypotheses that were rejected. The analysis shows that the factors that influence the Jabodetabek people in using smart home services are performance expectancy, effort expectancy, hedonic motivation, risk, trust, the attractiveness of alternatives, and behavioral intention.