

Analisis Faktor-faktor yang Mempengaruhi Behavioral Intention Siswa dalam Menggunakan Platform E-learning Zenius (Studi pada Pengguna Zenius Ultima di DKI Jakarta) = Analysis of Factors Determining Students' Behavioral Intention in Using Zenius E-learning Platform (Study on Zenius Ultima Users in DKI Jakarta)

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh performance expectancy, effort expectancy, social influence, hedonic motivation, habit, self-efficacy, dan trust terhadap behavioral intention siswa di DKI Jakarta dalam menggunakan Zenius. Penelitian menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling terhadap populasi. Jumlah responden dalam penelitian ini adalah 100 orang yang didapatkan melalui online questionnaire. Data yang didapatkan diolah menggunakan SPSS dan Microsoft Excel 2016 melalui analisis statistik deskriptif dan analisis regresi berganda. Hasil dari penelitian ini menunjukkan bahwa performance expectancy, habit, dan trust memiliki pengaruh yang signifikan dan positif terhadap behavioral intention. Sementara itu, ditemukan bahwa effort expectancy, social influence, hedonic motivation, dan self-efficacy tidak memiliki pengaruh yang signifikan terhadap behavioral intentionThe purpose of this study is to analyse the effect of performance expectancy, effort expectancy, social influence, hedonic motivation, habit, self-efficacy, and trust on behavioral intention of students in DKI Jakarta in using Zenius. The study used a quantitative approach through survey method based on purposive sampling of the population. The number of respondents in this study was 100 people who were obtained through an online questionnaire. The data obtained were processed using SPSS and Microsoft Excel 2016 through descriptive statistical analysis and multiple regression analysis. The results of this study indicate that the relationship between performance expectancy, habit, and trust has a significant and positive influence on behavioral intention. Meanwhile, it was found that effort expectancy, social influence, hedonic motivation, and self-efficacy did not have a significant effect on behavioral intention.