

# Analisis Faktor-Faktor yang Memengaruhi Intention to Use Aplikasi Employee Connect: Studi Kasus Grup XYZ = Analysis of Factors Affecting Intention to Use the Employee Connect Application: A Case Study of XYZ Group

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## Abstrak

Aplikasi Employee Connect merupakan aplikasi internal yang digunakan untuk tracking dan monitoring status kesehatan karyawan. Aplikasi Employee Connect merupakan aplikasi penting namun mendapatkan respon yang kecil dari penggunaannya, hal ini terlihat dari tingkat partisipasi karyawan menggunakan aplikasi ini sangat rendah. Tujuan dari penelitian ini untuk mengetahui faktor-faktor yang memengaruhi intention to use aplikasi Employee Connect, agar dapat meningkatkan kemauan karyawan menggunakan aplikasi tersebut. Model yang digunakan pada penelitian ini mengacu pada teori TAM dan UTAUT. Penelitian ini merupakan penelitian studi kasus dengan metode kualitatif dan kuantitatif. Metode kualitatif digunakan untuk membentuk model penelitian yang dilakukan menggunakan teknik deskriptif dari hasil wawancara dan studi literatur. Hasil dari kualitatif didapatkan delapan variabel yang berpengaruh yaitu Perceived Convenience, User Training, Management Support, Regulatory Support, Perceived Usefulness, Perceived Ease of Use, Organization Culture, dan Variabel Moderator Age. Selanjutnya untuk menguji variabel tersebut dilakukan dengan metode kuantitatif dengan menyebarkan kuesioner atau survei melalui WhatsApp dan email perusahaan dengan jumlah responden 360 responden. Data kuesioner yang telah terkumpul diolah menggunakan tools statistik PLS-SEM dengan perangkat lunak Smart-PLS versi 3.0. Hasil pengujian data kuesioner menunjukkan bahwa variabel yang memengaruhi langsung intention to Use aplikasi Employee Connect adalah, Regulatory Support, Perceived Usefulness, dan Organization Culture. Sedangkan variabel Perceived Convenience berpengaruh signifikan terhadap Perceived Usefulness dan Perceived Ease of Use.

.....The Employee Connect application is an internal application that is used for tracking and monitoring the health status of employees. Employee Connect application is an important application but gets a small response from their users, this can be seen from the fact that the total of employee participation using this application is very low. The purpose of this study is to determine the factors that influence the Intention to Use the Employee Connect application, in order to increase the willingness of employees to use the application. The model used in this study refers to the theory of TAM and UTAUT. This research is a case study research with qualitative and quantitative methods. Qualitative methods are used to form a research model that is carried out using descriptive techniques from interviews and literature studies. The results of the qualitative results obtained eight variables that influence, namely Perceived Convenience, User Training, Management Support, Regulatory Support, Perceived Usefulness, Perceived Ease of Use, Organization Culture, and Moderator Age Variables. Furthermore, to test these variables, a quantitative method was used by distributing questionnaires or company surveys via WhatsApp and email with a total of 360 respondents. The data questionnaire that has been collected was processed using the PLS-SEM statistical tool with Smart-PLS version 3.0 software. The results of the questionnaire data test show that the variables that directly affect the intention to use the Employee Connect application are Regulatory Support, Perceived Usefulness, and Organizational Culture. While the Perceived Convenience variable has a significant effect on Perceived

Usefulness and Perceived Ease of Use.