

Analisis Faktor yang Memengaruhi Intensi Pengguna dalam Bekerja Menggunakan Online Collaboration Tools di Masa Pasca Pandemi COVID-19 = Analysis of Factors Affecting Users Intention to Work Using Online Collaboration Tools in Post-Pandemic COVID-19

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Abstrak

Online collaboration tools adalah aplikasi yang mendukung penggunaannya untuk bekerja sama dengan rekan kerja atau tim dalam menyelesaikan pekerjaan dengan fungsinya antara lain dapat digunakan untuk berdiskusi & berkomunikasi, menyimpan proyek bersama, serta mengerjakan proyek secara bersama-sama. Pada Maret 2020, pandemi COVID-19 telah masuk ke Indonesia yang menyebabkan adanya kebijakan pembatasan sosial dengan salah satu kebijakannya adalah perubahan dari work from office menjadi work from home untuk beberapa perusahaan. Pada masa tersebut, penggunaan online collaboration tools untuk bekerja pun meningkat karena sebagai salah satu alternatif agar tetap bisa bekerja sama dengan tim. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi pengguna dalam bekerja menggunakan online collaboration tools di saat masa pandemi COVID-19 telah berakhir dan untuk memprediksi apakah pengguna masih tetap melanjutkan penggunaannya. Penelitian ini mengadopsi teori technology affordance, task technology fit dan post acceptance model. Model penelitian meliputi 1) technology affordance (collaborative affordance, communication affordance, sharing resources affordance), 2) task-technology fit (utilization, task characteristics, perceived task technology fit), 3) post acceptance model (confirmation, perceived usefulness, satisfaction, continuance intention). Analisis data dilakukan menggunakan metode PLS-SEM dengan 404 responden valid. Hasil analisis nya menemukan bahwa faktor technology affordance, task-technology fit, confirmation, perceived usefulness, dan satisfaction membawa pengaruh terhadap intensi pengguna dalam melanjutkan penggunaan. Penelitian ini memberikan implikasi teoretis karena ada nilai keterbaruan dalam konteks online collaboration tools, serta implikasi praktis bagi pengembang aplikasi dan perusahaan tempat bekerja yang akan atau sedang menggunakan online collaboration tools.

.....Online Collaboration Tools is an application that supports its users to work together with colleagues or a team in completing work with its functions, being used to discuss & communicate, save projects, and work on projects together. In March 2020, the COVID-19 pandemic entered Indonesia which resulted in a social violation policy with one of the policies being a change from working from the office to working from home for several companies. At that time, the use of online collaboration tools for work also increased because it was an alternative to being able to work with the team. This study aims to analyze the factors that influence users to work using online collaboration tools when the COVID-19 pandemic has ended and to predict whether users will continue to use them. This study adopts the theory of technology affordances, task technology fit, and post acceptance model. The research model includes 1) technology affordances (collaborative affordance, communication affordance, sharing resources affordance), 2) task-technology fit (utilization, task characteristics, perceived task technology fit), 3) post-acceptance model (confirmation, perceived usefulness, satisfaction, continuance intention). Data analysis was carried out using the PLS-SEM method with 404 valid respondents. The results of the analysis found that technology affordance, task-

technology fit, confirmation, perceived usefulness, and satisfaction factors influenced the user's intention to continue using it. This research provides theoretical implications because there is a novelty value in the context of online collaboration tools, as well as practical implications for application developers and workplace companies that will or are currently using online collaboration tools.