

Analisis Pengaruh Faktor Motivasi Intrinsik dan Identitas Olahraga terhadap Penggunaan Sport Social Network App oleh Masyarakat DKI Jakarta = Analysis of the Influence of Intrinsic Motivation and Exercise Identity Factors on the Use of Sport Social Network App by DKI Jakarta Communities

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Abstrak

Seiring dengan perkembangan teknologi yang semakin pesat, tidak sedikit aktivitas kita yang berubah karena bantuan ponsel pintar dan internet, tidak terkecuali dengan olahraga. Hal ini ditandai dengan munculnya beberapa Sport Social Network App seperti Gelora, Ayo, Reclub, dan Sporteev. Dengan adanya Sport Social Network App, pengguna bisa mencari informasi terkait aktivitas olahraga, teman berolahraga, hingga fasilitas untuk berolahraga di sekitarnya. Meskipun Sport Social Network App memberikan manfaat yang besar bagi pegiat olahraga, belum banyak orang yang memanfaatkan aplikasi untuk membantu kegiatan olahraganya sehari-hari. Penelitian ini mencoba meneliti faktor-faktor yang mempengaruhi intrinsic motivation dan exercise identity seseorang terhadap penggunaan Sport Social Network App. Selain itu, penelitian ini juga mengeksplorasi bagaimana intrinsic motivation dan exercise identity mempengaruhi penggunaan dan kepuasan pengguna Sport Social Network App, serta dampak yang dirasakan pengguna Sport Social Network App dan orang-orang di sekitarnya. Penelitian ini mengadopsi model yang disesuaikan dari Delone & McLean IS model. Responden penelitian terdiri dari 303 pengguna Sport Social Network App (dari berbagai aplikasi di Indonesia). Analisis data dilakukan menggunakan metode Partial Least Square Structural Equation Modelling (PLS-SEM) menggunakan aplikasi SmartPLS version 4.0 sebagai alat bantu. Penelitian ini menemukan bahwa lifestyle compatibility, self efficacy, dan identity-regulation memiliki dampak signifikan terhadap intrinsic motivation. Selain itu, self efficacy dan identity-regulation berpengaruh terhadap exercise identity. Lebih lanjut, intrinsic motivation dan exercise identity membawa kontribusi positif terhadap penggunaan dan kepuasan terhadap Sport Social Network App. Penggunaan aplikasi tersebut ternyata juga mempengaruhi tingkat kepuasan pengguna. Selanjutnya, penggunaan dan kepuasan pengguna Sport Social Network App mempengaruhi continuance intention, dan individual performance secara signifikan. Melalui temuan-temuan pada penelitian ini, diharapkan dapat memberikan sumbangan berharga dalam memperkaya pemahaman, membuka perspektif baru, dan meningkatkan penggunaan Sport Social Network App, terutama di DKI Jakarta. Selain itu, hasil penelitian ini diharapkan dapat mendukung penelitian lanjutan terkait Sport Social Network App atau bidang terkait di masa yang akan datang.

.....Along with the rapid development of technology, many of our activities have changed with the help of smartphones and the internet, and sports are no exception. This is marked by the emergence of several Sport Social Network App such as Gelora, Ayo, Reclub, and Sporteev. With the Sport Social Network App, users can search for information related to sports activities, exercise friends, and facilities to exercise around them. Although the Sport Social Network App provides great benefits for sports activists, not many people use the application to help their daily sports activities. This study tries to examine the factors that influence a person's intrinsic motivation and exercise identity towards using the Sport Social Network App. In addition,

this study also explores how intrinsic motivation and exercise identity affect the use and satisfaction of Sport Social Network App users, as well as the impact felt by Sport Social Network App users and those around them. This study adopted a customized model of the DeLone & McLean IS model. The research respondents consisted of 303 Sport Social Network App users (from various applications in Indonesia). Data analysis was conducted using the Partial Least Square Structural Equation Modeling (PLS-SEM) method using the SmartPLS version 4.0 application as a tool. This study found that lifestyle compatibility, self-efficacy, and identified regulation have a significant impact on intrinsic motivation. In addition, self-efficacy and identified regulation have an effect on exercise identity. Furthermore, intrinsic motivation and exercise identity positively contributed to the use of and satisfaction with the Sport Social Network App. Furthermore, the use and satisfaction of users of the Sport Social Network App significantly influenced continuance intention, and individual performance. Through the findings in this study, it is hoped that it can provide valuable contributions in enriching understanding, opening new perspectives, and increasing the use of the Sport Social Network App, especially in DKI Jakarta. In addition, the results of this study are expected to support further research related to the Sport Social Network App or related fields in the future.