

# Faktor-Faktor Yang Memengaruhi Niat Perilaku Pekerja Untuk Mengadopsi Penggunaan Platform E-Learning = Factors that Influence Workers' Behavioral Intentions to Adopt The Use of E-Learning Platforms

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## Abstrak

Tesis ini meneliti tentang niat perilaku pekerja untuk mengadopsi penggunaan platform e-learning. Faktor-faktor yang dapat mempengaruhi niat perilaku dari Diffusion Innovation Theory, Technology Acceptance Model, dan Value Based Adoption Model digunakan dalam penelitian ini, seperti Relative Advantage, Compatibility, Trialability, Observability, dan Complexity, Perceived ease of use, Perceived usefulness, Perceived Value, dan Behavioral Intention to use. Melalui metode kuantitatif survei kuesioner, sebanyak 245 responden pengguna platform e-learning berpartisipasi dalam penelitian ini, dan selanjutnya data diolah menggunakan metode SEM-PLS. Hasilnya faktor Trialability dan Observability secara signifikan berpengaruh terhadap niat perilaku pekerja dalam mengadopsi penggunaan platform e-learning. Kemudian dari uji statistik pengaruh tidak langsung, empat karakteristik inovasi yaitu Relative Advantage, Compatibility, Trialability dan Observability yang dimediasi oleh Perceived Usefulness dan Perceived Value memiliki pengaruh tidak langsung yang signifikan terhadap Behavioral Intention to use. Selain itu, faktor Perceived value terbukti menjadi mediator penting antara Perceived usefulness dan Behavioral intention of use dalam penggunaan platform e-learning.

.....This thesis examines the behavioral intentions of workers to adopt the use of e-learning platforms. Factors that can influence behavioral intentions from Diffusion Innovation Theory, Technology Acceptance Model, and Value Based Adoption Model used in this research, such as Relative Advantage, Compatibility, Trialability, Observability, and Complexity, Perceived ease of use, Perceived usefulness, Perceived Value, and Behavioral Intention to use. Through a quantitative questionnaire survey method, 245 respondents using e-learning platforms participated in this research, and then the data was processed using the SEM-PLS method. As a result, the Trialability and Observability factors significantly influence workers' behavioral intentions in adopting the use of e-learning platforms. Then, from the statistical test of indirect influence, four innovation characteristics, namely Relative Advantage, Compatibility, Trialability and Observability which are mediated by Perceived Usefulness and Perceived Value, have a significant indirect influence on Behavioral Intention to use. In addition, the Perceived value factor is proven to be an important mediator between Perceived usefulness and Behavioral intention of use in using e-learning platforms.