ABSTRACT

Research on wireless fidelity (Wi-Fi) public hotspot acceptance and adoption is rarely founded. It has become imperative to understand the critical factors that affect their acceptance. There are many research on the user acceptence of information systems and information technology. For instance, research on user acceptance of the ERP system on many companies,This drove the idea of this research on model of wifi technology at XYZ University.

Aims of this study is to examine the extent to which level of user acceptance on the hotspot/WiFi system. The author used the Structural Equation Modeling (SEM) as an analysis method. Respondent of this study involved 115 People from civitas academica of the XYZ University which using the system for the internet connection. There are seven latent variables, which consist of Relative Advantage, Facilitating Condition, Wireless Trust, Personal Innovativenes In Domain of Information technology, Ease of use. Also known as exogen variables and Current Usage, And Future Usage known as endogen variable. Data Collection done by distributing the questionnaire to respondent in which the questionnaire used a Likert scale. LISREL was used as an analysis tool in this study.

Results of this study shows that the Curent Use variable, is accepted by the users while other variables have no significant influence on this model. This study suggest further research to find others construct variables that represent the user acceptance of the hotspot.

Keywords: Hotspot (Wi-Fi), User Acceptance Model, Structural Equation Model

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