

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis seberapa besar pengaruh *Technology Acceptance Model (TAM)* dengan integrasi *trust* dan *Theory of Planned Behaviour (TPB)* di SMK PGRI 1 Mejubo Kudus. Tujuan penelitian tersebut mengantarkan penulis untuk menjadikan “Analisis Faktor-faktor Penerimaan Teknologi MYOB dengan integrasi *Trust* dan *Theory Of Planned Behaviour* di SMK PGRI 1 Mejobo Kudus” sebagai judul penelitian.

Penelitian ini merupakan penelitian lapangan (*field research*) dengan pendekatan kuantitatif. Data yang digunakan adalah data primer dan sekunder dengan metode survei melalui penyebaran kuesioner. Terdapat empat variable independen dalam penelitian ini yaitu *Perceived Of Use (PU)* yaitu X1, *Trust (T)* yaitu X2, *Subjective Norm (SN)* yaitu X3 dan *Perceived Behaviour Control (PBC)* yaitu X4, . Variabel dependen (Y) dalam penelitian ini adalah *Perceived Ease Of Use (PEU)* yaitu Y1 dan *Behaviour Intention Of Using (BIUS)* yaitu Y2 Sedangkan variabel mediasi (Z) adalah *Attitude Towards Using (ATUT)*. Populasi dalam penelitian ini adalah seluruh Siswa Jurusan Akuntansi Di SMK PGRI 1 Mejobo Kudus, sejumlah 112 responden, sampel 90 responden, dengan menggunakan metode *purposive random sampling*

Hasil dari penelitian ini sebagai berikut: 1) Konstruk kemudahan pengguna persepsian (*perceived ease of use/PEOU*) berpengaruh positif dan signifikan terhadap konstruk kegunaan persepsian (*perceived usefulness/PU*) sebesar 76,5% pada *Direct Effect* dan *Indirect Effect*. 2) Konstruk kegunaan persepsian (*perceived usefulness/PU*) berpengaruh positif dan signifikan terhadap konstruk sikap terhadap penggunaan minat perilaku menggunakan teknologi (*behavioral intention to use/BIUS*) sebesar 67,3% pada *Direct Effect* dan *Indirect Effect* sebesar 77,5%. 3) Konstruk kemudahan pengguna persepsian (*perceived ease of use/PEOU*) memiliki pengaruh yang signifikan terhadap konstruk sikap terhadap penggunaan minat perilaku menggunakan teknologi (*behavioral intention to use/BIUS*) sebesar 60,1% pada *Direct Effect* dan *Indirect Effect* sebesar 61,2%. 4) Konstruk Kepercayaan (*Trust*) memiliki pengaruh yang signifikan terhadap konstruk minat perilaku menggunakan teknologi (*behavioral intention to use/BIUS*) sebesar 73,2% pada *Direct Effect* dan *Indirect Effect* sebesar 83,2%. 5) Konstruk norma subyektif (*subjective norm/SN*) memiliki pengaruh yang signifikan terhadap konstruk minat perilaku menggunakan teknologi (*behavioral intention to use/BIUS*) sebesar 89,4% pada *Direct Effect* dan *Indirect Effect* sebesar 89,4%. 6) Konstruk kontrol perilaku persepsian (*perceived behavior control/PBC*) berpengaruh positif dan signifikan terhadap konstruk minat perilaku menggunakan teknologi (*behavioral intention to use/BIUS*) sebesar 57,8% pada *Direct Effect* dan *Indirect Effect* sebesar 57,8%. 7) Konstruk sikap terhadap kegunaan persepsian (*perceived usefulness/PU*) berpengaruh positif dan Sikap terhadap penggunaan teknologi (*attitude towards using technology/ATUT*) sebesar 77,5% pada *indirect Effect*. 8) Konstruk kemudahan pengguna persepsian (*perceived ease of use/PEOU*) berpengaruh positif dan sikap terhadap penggunaan teknologi (*attitude towards using technology/ATUT*) sebesar 88,6% pada *indirect Effect*. 9) Konstruk Kepercayaan (*Trust*) berpengaruh positif dan penggunaan teknologi (*attitude towards using technology/ATUT*) sebesar 88,6% pada *indirect Effect*. 10) Konstruk sikap terhadap penggunaan teknologi (*attitude towards using technology/ATUT*) berpengaruh positif dan signifikan terhadap konstruk minat perilaku menggunakan teknologi (*behavioral intention to use/BIUS*) sebesar 79,5% pada *indirect Effect*.

Kata kunci: TAM, Trust, TPB, MYOB

ABSTRACT

This study aims to examine and analyze how much influence the Technology Acceptance Model (TAM) with the integration of trust and Theory of Planned Behavior (TPB) in SMK PGRI 1 Mejubo Kudus . The purpose of the study led the authors to make "MYOB Technology Acceptance Analysis with Trust and Theory Of Planned Behavior integration at SMK PGRI 1 Mejobo Kudus" as the research title.

This research is field research with quantitative approach. The data used are primary and secondary data by survey method through questionnaires distribution. There are four independent variables in this research that is Perceived Of Use (PU) that is X1, Trust (T) that is X2, Subjective Norm (SN) that is X3 and Perceived Behavior Control (PBC) that is X4,. Dependent variable (Y) in this research is Perceived Ease Of Use (PEU) that is Y1 and Behaviour Intention of Using (Y2) While mediation variable (Z) is Attitude Towards Using (ATUT). The population in this study are all students of Accounting Department In SMK PGRI 1 Mejobo Kudus, a number of 112 respondents, 90 samples of respondents, using the method of purposive random sampling

The results of this study are as follows: 1) Perceived ease of use (PEOU) constructions have a positive and significant effect on the construct of perceived usefulness (PU) of 76.5% in Direct Effect and Indirect Effect. 2) Perceived usefulness (PU) construct positive and significant effect to attitude construct to use behavioral intention to use (BIUS) interest of 67,3% in Direct Effect and Indirect Effect equal to 77,5%. 3) Perceived ease of use (PEOU) constructs have no significant effect on attitude constructs on the use of behavioral intention to use (BIUS) interest of 60.1% in Direct Effect and Indirect Effect of 61, 2%. 4) Trust Constructs have significant influence on behavioral intention to use (BIUS) construct of 73.2% on Direct Effect and Indirect Effect of 83.2%. 5) The subjective norm (SN) has a significant influence on the behavioral intention to use (BIUS) interest 89.4% in Direct Effect and Indirect Effect of 89.4%. 6) Perceived behavior control (PBC) control has positive and significant effect on behavioral intention to use (BIUS) construct of 57.8% in Direct Effect and Indirect Effect of 57.8%. 7) The attitude construct to perceived usefulness (PU) has a positive effect and attitude towards using technology (ATU) of 77,5% in indirect effect. 8) Perceived ease of use (PEOU) constructions have a positive effect and attitude toward using technology (ATU) of 88.6% on indirect effect. 9) Trust Constructs have positive influence and attitude towards using technology (ATU) of 88.6% on indirect effect. 10) The attitude towards using technology (ATU) attitude is positive and significant toward the behavioral intention to use (BIUS) behavior of 79,5% in indirect effect.

Keywords: TAM, Trust, TPB, MYOB

