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Digital Newspaper ; An Analysis of Technology Acceptance Model – Case Study : Student of Atma Jaya University Yogyakarta

Abstract. Todays, the newspaper has been converging from print to digital. The advantages of the digital newspaper have made the digital newspaper a top choice especially for the student as a digital native group. The purpose of this study is to know and explain the acceptance of user (students) to the digital newspaper. This study proposed a theoretical framework that includes the core constructs in TAM namely, Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Use (ATU), Behaviour Intention to Use (BIU) and Actual Use (AU). The statist test method is statistical validity, reliability, normality, and test the influence of factors using Structural Equation Model (SEM). Data were obtained through questionnaires distributed to 100 UAJY students of Atma Jaya University Yogyakarta (UAJY) responden from 5 faculties. The overall hypothesis proposed in this study is accepted, namely: Perceived Ease of Use (PEOU) has a positive effect on Perceived Usefulness (PU); Perceived Ease of Use (PEOU) has a positive effect on Attitudes Toward Use (ATU); Perceived Usefuls (PU) has a positive effect on Behavioral Intention to Use (BIU) Attitude (ATU) has a positive effect on Behavioral Intention to Use (BIU)); Behavior Intention to use (BIU) has a positive effect on actual using (AU) digital newspaper.

Keyword : Digital Newspaper Technology Acceptance Model (TAM)

1 Introduction

The phrase that says "knowledge is power" and newspapers are one source of knowledge for hundreds of years ago. Technology Information and Communication (ICT) especially internet has become a powerful driving force for innovation. The internet has involved changes in access, production, and circulation of information [1]. Digital innovation as the carrying out of new combinations of digital and physical components to produce novel products [2]. Digital innovation is driven by digital convergence.

Digital innovation has transformed and widened the relationships of newspapers. Newspapers have a long tradition and centuries of experience behind today's newspaper design. Pages, headlines, columns, and fonts have been tuned in form and function to optimize content and context [3]. Digital newspaper can be accessed with smartphone devices, tablets, and PC connected to the internet.

Digital newspapers have gained immense popularity among the users due to the following advantages

: The style and presentation of digital-newspapers are much better than their printed equivalents; In digital newspapers, readers scroll the front page to get an overview of the contents of the news site which is not possible through the printed newspapers; digital newspapers offer links to available sections as well guide the readers to other relevant supplementary information details for further information; provide easy options for turning pages, linking to dynamic indexes, searching, saving and printing, setting personal preferences, closing newspapers; and newspapers offer multimedia and hyperlink features. Other than that, related to the issue of global warming, digital newspapers are able to maintain environmental sustainability by no longer using paper raw materials.

Internet technology, in the way it accesses and presents information, is changing the rules of news publishing and distribution in many ways. [4]. Based on data obtained by APJII (Indonesian Internet Service Provider Association) in 2017, internet user in Indonesia is 143,26 million people or 54,86% of the total population 262 million people of Indonesia. Of the total number of internet user,74% are 19-34 years olds [5]. This is related to the opinion of [6] adopted Parfrey and Grassing conducting research habit of consuming news to three the age is estimated to have different digital literacy. It divides the digital age group: native digital 18-29), digital immigrant (30-36) and digital Settler (65+).

Technology Acceptance Model (TAM) one of the most popular technology acceptance models in research. TAM [7], is originally an extension of Theory Reasoned Action (TRA) (Fishbein and Ajzen,1975), a psychological theory that seeks to explain people's actions by identifying the causal connections between various components: beliefs, attitudes, intentions, and behaviors. TAM posits two particular belief, perceived usefulness (PU) and perceived ease of use (PEOU) are of primary relevance for computer acceptance behavior. [8].

Based on the above, this study aims to analyze the extent students of the Atma Jaya University of Yogyakarta to acceptance digital newspaper.


2   Literatur Review
2.1   Digital Newspaper

Digital newspaper is the latest innovation of another innovation occured since the first innovation finding printing press by Guttenberg in mid-1400 [9]. The second innovation influencing the newspaper industry was the telegraph, invented in 1844. The telegraph radically changed the way newspapers gathered material and how they could spread breaking news.[9]. In the first half of the 20th century, the radio and television entered the media market. These media innovations diffused very quickly and became an alternative

information source to the newspaper. At present, many newspaper companies are organized as media houses with a multiple channel publishing strategy. The online newspaper channel has found its place in the media house organization, with a form and content of its own [10]. The motivation for the reading newspaper: Knowledge current news, search for specific information, search for updated news, leisure – entertainment and habit [1]. There is the advantage of digital newspaper : The style and presentation are much better than their printed equivalents; readers scroll the front page to get an overview of the contents of the news site which is not possible through the printed newspapers; offer links to available sections as well guide the readers to other relevant supplementary information details for further information; Provide easy options for turning pages, linking to dynamic indexes, searching, saving and printing, setting personal preferences, closing newspapers, and; offer multimedia and hyperlink features. [4]

Some of the experimental studies conducted on the viability of digital newspaper by the research scholars. [1], confirm that readers motivated by aspects related mainly to differential attributes of the internet versus traditional channels perceive them both as information conduits and not as substitutive products. Meanwhile, motivations that could be satisfied through both channels positively affect the level of perceived substitutability between digital and traditional newspapers. Nevertheless readers prefer reading a newspaper in the physical medium, for entertainment. [11], investigate whether newspapers have been successfully transitioning toward technological advanced media and how well the changes are keeping up with consumer demands. [9], provides an understanding of how and why new digital products and services are accepted and adopted or not, commonly focusing on how a new product or service, that has already been developed and offered to a market, is received.

2.2   Technology Acceptance Model (TAM)

Information technology (IT) product is expected to be well received by users. There are several models to explain and predict the use of IT products, one of which is TAM (Technology Acceptance Model). TAM is defined by Davis (1989) as one of the models built to analyze and understand the factors that affect the acceptance of the use of computer technology.
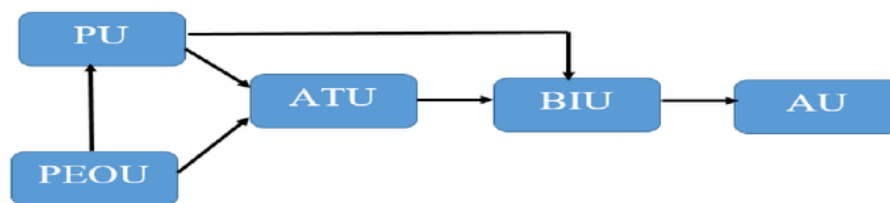
Picture 1 : Technology Acceptance Model (Davis, 1989)

TAM (Pic 1) is composed of five constructs, perceived ease of use (PEOU), perceived usefulness (PU), attitude toward use (ATU), behavioral intention to use (BIU), and actual use (AU).

Perceived Ease of Use (PEOU) [7] defined as the degree to which a user believes that using a particular system would be free of effort. Perceived Usefulness (PU) according to [7], is the extent to which a person believes that utilizing a particular method or technique would enhance his or her job performance or routine responsibility. Attitude towards use (ATU) and perceived usefulness (PU) jointly influence BIU (ATU). Behavioral intention to use (BIU) defines the actual use of a given IS system and therefore determines technology acceptance. BIU is also indirectly affected by perceived ease of use (PEOU). A is directly affected by both PU and PEOU, while AU is directly influenced by perceived ease of use (PEOU).

Some studies with TAM include: [12] [13], researching e-learning users, consistent with prior studies, perceived usefulness and perceived ease of use were positively related with attitude and intention to use. Although these two factors affected the users' perception, perceived ease of use was a stronger factor than perceived usefulness, meaning that perceived ease of use is critical.; [14], researching Learning Management System, it validates the relationship between perceived ease of use, perceived usefulness, attitude towards usage, and overall impact on behavioural intention to use..

3   Research Methodology and Hypothesis

3.1. Research Subject and Respondent

The population of this study is the students of Atma Jaya University Yogyakarta, which amounted to 11,307. Sampling population using simple random sampling technique. Determination of the number of population-based samples is done by using Slovin formula with error limit of 10% with 90% confidence level. Based on the Slovin formula obtained the number of samples in this study were as many as 100 respondents. The data collection is done by closed questionnaire method which will be filled by the student of an active reader of the digital newspaper. Determining the scale of measurement of answers in the questionnaire using the Likert scale which is a scale commonly used to measure attitudes, opinions, and perceptions of a person. The answer of each questionnaire item is composed of very positive to negative gradations (strongly agree, agree, neutral, disagree, and strongly disagree). The sample is an active user of the digital newspaper.

Picture 2: Indonesian top 10 digital newspaper (Alexa, 2018)

4.1. Research Tools

This research using tools SPSS (Statistical Product and Service Solution) and AMOS (Analysis of Moment Structures). Hypothesis testing in this research is done by using Structural Equation Modeling (SEM) approach. SEM is an equation used to combine measurement models and structural models simultaneously.

4.2. Research Hypothesis
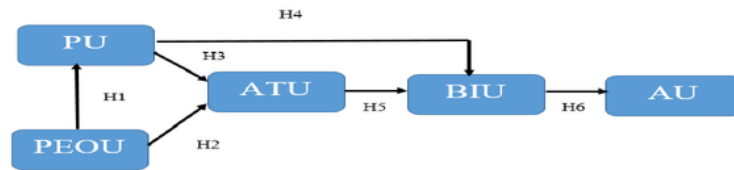
Picture 4: Research Hypothesis of Digital Newspapers

The research hypotheses based on the diagram of the TAM model in the context of the digital newspapers are:

H1. Perceived ease of use (PEOU) has a positive effect on perceived usefulness (PU) of the digital newspaper.

H2. Perceived ease of use (PEOU) has a positive effect on attitude toward using (ATU) of the digital newspaper.

H3. Perceived usefulness (PU) has a positive effect on attitude to use (ATU) of the digital newspaper.

H4. Perceived usefulness (PU) has a positive effect on behavior intention of using (BIU) digital newspaper.

H5. Attitude (ATU) has a positive effect on the behavioral intention of using (BIU) of the digital newspaper.

H6. Behavior Intention to using (BIU) has a positive effect on actual use (AU) of the digital newspaper.

5   Result and Discussion

1. Data Analysis

Total valid data to be processed is 100 questionnaires. After sample size requirements were fulfilled, data normality tests were done. Based on the normality test result, the data is normally distributed because the critical ratio (CR) multivariate value is acceptable to be continued. The normally distributed CR value, which is ±2.58.

Table 1: Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
AU4	1,000	5,000	-,301	-1,228	-,109	-,222

Variable	min	max	skew	c.r.	kurtosis	c.r.
AU3	1,000	5,000	-,311	-1,271	-,123	-,251
AU2	1,000	5,000	-,509	-2,078	,258	,526
AU1	1,000	5,000	-,480	-1,960	,619	1,264
BIU1	1,000	5,000	-,852	-3,480	-,086	-,176
BIU2	1,000	5,000	-,772	-3,150	,503	1,028
BIU3	1,000	5,000	-,494	-2,019	-,187	-,383
BIU4	1,000	5,000	-,582	-2,377	-,189	-,386
ATU1	1,000	5,000	-,939	-3,835	,909	1,855
ATU2	1,000	5,000	-,829	-3,385	,409	,835
ATU3	1,000	5,000	-,916	-3,740	1,004	2,050
ATU4	1,000	5,000	-,952	-3,885	,919	1,877
PEOU1	1,000	5,000	-,610	-2,491	-,064	-,132
PEOU2	1,000	5,000	-,677	-2,763	,226	,461
PEOU3	1,000	5,000	-,639	-2,609	,214	,437
PEOU4	1,000	5,000	-1,105	-4,509	,536	1,094
PU1	1,000	5,000	-,489	-1,996	-,150	-,307
PU2	1,000	5,000	-,349	-1,423	-,513	-1,048
PU3	1,000	5,000	-,570	-2,328	,209	,427
PU4	1,000	5,000	-1,169	-4,772	1,008	2,058

5.2. Testing Measurement Model

SEM analysis, testing the measurement model used to test the validity and reliability each construct. This study conducts exogenous and endogenous test measurements. The steps in the testing of the construct measurement model are the specification of construct measurement model, feasibility test of the measurement model, test of validity and reliability construct

4.3. Structural Model Testing

Structural model testing is used to test the research hypothesis. The stages in the testing of the structural model include the forming stage of the structural model, feasibility test of

structural model and test of the significant of exogenous variable influence to the endogenous variable.

5.3.1. *Specification of Structure Model.*

Referring to the hypothesis and frameworks of the model constructed.

5.3.2. *Structural Model Matching Test.*

Structural model fits test is used to test the feasibility of structural models in testing the research hypothesis. The result of the feasibility of structural model in the following figure :
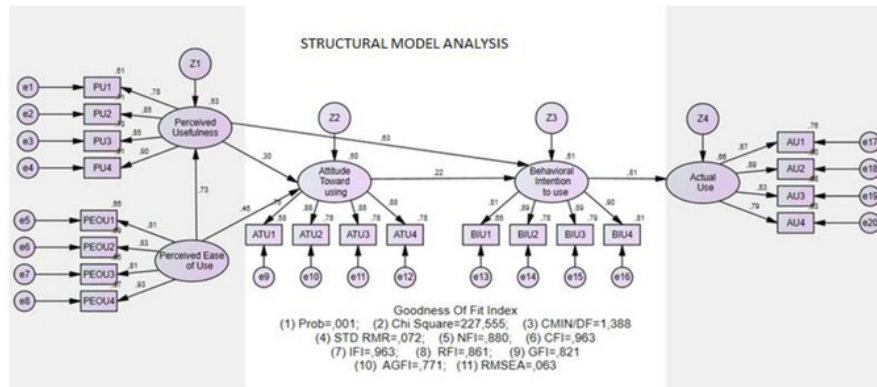
Picture 6: Structural Modeling Matching Test

Based on the estimation of the structural model, the result of the goodness fit test the structural model as follows :

Table 2 : Goodness of Fit Test Results Structural Model

No	Goodness of fit index	Cut off value (reference)	Value on Model	Results
1	Probability	> 0.05	0,0 0 1	Not Good
2	Chi Square	$< 194,288$	227.555	Not Good
3	CMIN / DF	≤ 2	1.388	Good
4	NFI	≥ 0.90	0, 880	Marginal
5	CFI	≥ 0.95	0.9 63	Good
6	IFI	≥ 0.90	0.9 63	Good

7	RFI	≥0.90	0, 861	Marginal
8	GFI	≥0.90	0.821	Marginal
9	AGFI	≥0.95	0, 771	Not good
10	RMSEA	<0.08	0, 063	Good
11	rmr	<0.05	0.0 72	Not Good

The result of Goodness of fit test shows that the structure has not been good criteria. The model probability value is <0.05 and Chi-Square model is > from chi Square value (0.05; 203), this shows that there is no good similarity between the sample covariance matrix and the population covariance matrix under study. To overcome, it is necessary to modify the model to obtain the model that has the same covariance matrix with the population covariance matrix to result in appropriate and conclusion.
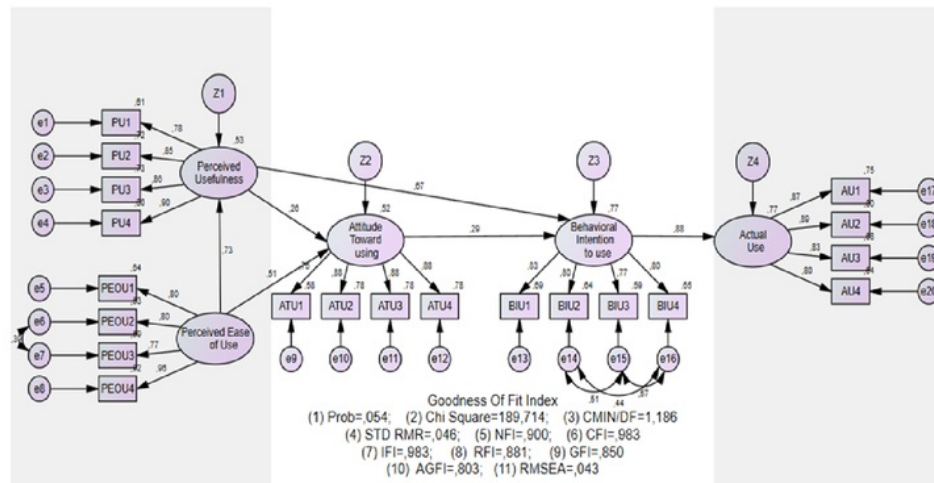
Picture 7: Structural Model Test After Modified

After the structural model is modified, the model is better suited to the goodness of fit criteria, and the model also has a probability> 0.05 indicating that the structural model already has the same covariant matrix with the population covariant matrix. This shows that the model has fit and feasible to be used to test the research hypothesis.

5.4. Hypothesis test

The result of the significance test is to examine the significant effect of exogenous variables on endogenous variables. the hypothesis constructed in this test is as follows:
Ho: There is no significant effect of exogenous variables on endogenous variables.
Ha: There is a significant influence of exogenous variables on endogenous variables.
With significant level of 0.05 then Ho will be rejected if significant value (P) <0.05 and c.r> 1.96, whereas if the significant value (P)> 0.05 and c.r <1.96 then Ho is not rejected.

Table 3: Significance Test Results

			Estimate	SE	CR	P	Label
PU	<---	PEOU	, 623	, 078	8,004	***	par_17
ATU	<---	PEOU	, 249	, 123	2.028	, 043	par_16
ATU	<---	PU	, 412	, 105	3.940	***	par_21
BIU	<---	ATU	, 261	, 087	3,003	, 003	par_18
BIU	<---	PU	, 578	, 094	6,174	***	par_20
AU	<---	BIU	, 777	, 094	8,258	***	par_19

Based on the results of SEM analysis in the above table, obtained some results as follows:

Hypothesis 1: Perceived ease of use (PEOU) has the positive effect on perceived usefulness (PU) of the digital newspaper. The value of p-value influence of PEOU variable to PU very significant (***) with the positive sign of 8,004.

Hypothesis 2: Perceived ease of use (PEOU) has a positive effect on attitude to use (ATU) digital newspaper. The value of p-value of the influence of the PEOU variable to ATU is 0.043 with cr positive sign of 2.028.

Hypothesis 3: Perceived easy to use (PU) has the positive effect to attitude toward using (ATU) digital newspaper. The value of p-value of an influence of PU variable to ATU is very significant (***) with the positive sign of 3,940 cr.

Hypothesis 4: Perceived usefulness (PU) has a positive effect on behavioral intention in using (BIU) digital newspaper. The value of p-value of the influence of PU variable on BIU is very significant (***) with cr positive sign of 6,174.

Hypothesis 5: Attitude toward use (ATU) has a positive effect on a behavioral intention of using (BIU) digital newspaper. The value of p-value of an influence of ATU variable to BIU is 0,003 with positively signed cr is 3,003.

Hypothesis 6: Behavioural intention to use (BIU) has a positive effect on actual using (AU) digital newspaper. The value of p-value of BIU variable influence to AU is very significant with cr marked positive equal to 8,258.
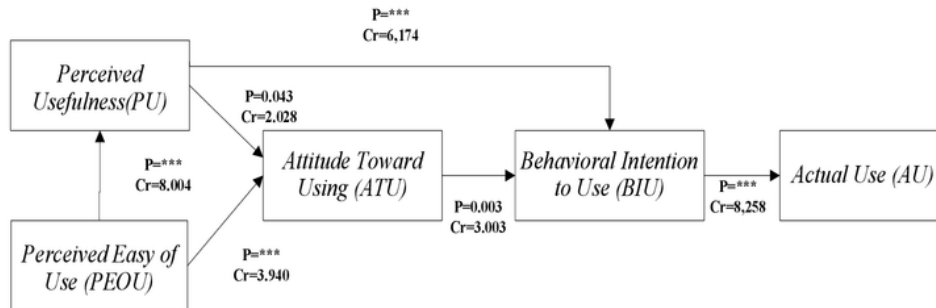
Picture 8. Hypotesis Result

5   Conclusion

In general, this study modified the original TAM in order to measure student actual to use digital newspaper. The current study adopts the core constructs used in TAM. Specifically, it validates the relationship between perceived ease of use, perceived usefulness, attitude towards use, behavior intention to use and overall impact on actual to use.

Based on the test results of the six proposed hypotheses, all are accepted (H1, H2, H3, H4, H5, and H6). In the first hypothesis (H1), the results showed that perceived ease of use positively affect the perceived usefulness. Perceived ease of using digital newspapers affects students in meeting the need for information to be more effective and faster. Furthermore, in the second hypothesis (H2) proved that perceived ease of use there is influence toward attitude toward use. The results show that when digital newspaper users feel that the use of digital newspapers will increase the effectiveness and efficiency in getting various information then they will have acceptance attitude towards the use of digital newspapers. In the third hypothesis (H3) it is evident that there is an influence of perceived usefulness on attitudes toward usage. The results show that when digital newspapers users feel that the use of digital newspapers increases the effectiveness and efficiency in obtaining information that is diverse then they will have a receiving attitude towards using digital newspapers. In the fourth hypothesis (H4) the result is accepted. This is because of the attitude in the use of digital newspapers that determine user behavior in the future. If users feel comfortable and happy, then users tend to continue to use digital newspapers in obtaining a variety of news and information. In addition, users will continue to motivate other users to use digital newspapers. In the fifth hypothesis (H5) the result is accepted, perceived usefulness affects intention to use. The use of digital newspapers will help them gain more news and information more effectively will affect student intentions to improve performance well as tendency to keep using digital newspapers. The last hypothesis (H6), behavioral intention to use has a positive effect on actual use, is accepted. This is due to user behavior greatly affects the real use that can be seen from the frequency of use of

an information system. From the results of this study can be concluded that if users or students tend to have a desire to continue using digital newspapers, then the frequency of use will tend to increase in the future.

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