Implementasi *Technology Acceptance Model* (Tam) pada Sistem Informasi Akademik (Sia) di Organisasi

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ABSTRAK

Abstrak. Penelitian ini bertujuan untuk menganalisis implementasi dari Sistem informasi Akademik (SIA) di Universitas Swasta yang ada di kota Semarang dengan mengusulkan Konsep TAM. *Technology Acceptance Model* (TAM) merupakan model yang mampu menjelaskan penerimaan individual terhadap penggunaan sebuah teknologi informasi yang ada di organisasi.

Penelitian ini dilakukan dengan pengujian SEM (Structural Equation Modeling) dengan menggunakan bantuan sofware statistik SmartPLS. Penelitian dilakukan dengan metode survey dengan menyebarkan kuesioner kepada 150 mahasiswa semester 6 (enam) dari ketiga Universitas yang telah dipilih, yaitu Universitas Dian Nuswantoro (UDINUS), Universitas Islam Sultan Agung (UNISSULA), dan Universitas Semarang (USM) dimana jumlah responden dari masing-masing Universitas berjumlah 50.

Hasil penelitian menunjukkan bahwa Efikasi diri *(Self Efficacy)* berpengaruh signifikan terhadap Manfaat yang dirasakan *(perceived usefulness)*, Norma Subjektif *(Subjective Norm)* berpengaruh signifikan terhadap Manfaat yang dirasakan *(perceived usefulness)*, Norma Subjektif *(Subjective Norm)* berpengaruh signifikan terhadap Perceived Ease of Use, Manfaat yang dirasakan *(perceived usefulness)* berpengaruh signifikan terhadap Sikap Penggunaan Sistem *(Attitude Toward the System)*, sedangkan Efikasi Diri *(Self Efficacy)* tidak signifikan terhadap Perceived Ease of Use dan kemudian Perceived Ease of Use juga tidak signifikan terhadap Attitude Toward the System.

Kata Kunci : Efikasi diri *(Self Efficacy),* Norma Subjektif *(Subjective Norm), Technology Acceptance Model* (TAM), dan Sistem informasi Akademik (SIA).

Abstract. This study aims to analyze the implementation of the Academic Information System (SIA) at the Private University in the city of Semarang by proposing the concept of TAM. Technology Acceptance Model (TAM) is a model capable of explaining individual acceptance of the use of an information technology in an organization.

This research was conducted by testing SEM (Structural Equation Modeling) using SmartPLS statistical software support. The data for this research was collected by survey method by distributing questionnaires to 150 students of six semesters of the three universities that have been selected, namely Dian Nuswantoro University (UDINUS), Sultan Agung Islamic University (UNISSULA), and Semarang University (USM) where the number of respondents - The University is 50.

The results showed that Self Efficacy has a significant effect on perceived usefulness, Subjective Norm has significant effect on perceived usefulness, Subjective Norm has significant effect on Perceived Ease of Use, and Perceived usefulness has a significant effect on Attitude Toward the System. Whereas, Self Efficacy is not significant against Perceived Ease of Use and then Perceived Ease of Use is also not significant to Attitude Toward the System.

Keywords: Self Efficacy, Subjective Norm, Technology Acceptance Model (TAM), and Academic Information System (SIA).