

ABSTRAK

INTEGRASI *SYSTEM QUALITY* DENGAN *TECHNOLOGY ACCEPTANCE MODEL (TAM)* UNTUK PENGGUNAAN *LEARNING MANAGEMENT SYSTEM* DI INDONESIA

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Penelitian ini berlandaskan pada sesuatu masalah pokok, yaitu adanya pengukuran penerima penggunaan aplikasi *Learning Management System* menggunakan TAM. Penelitian ini dikategorikan penelitian kuantitatif dengan menggunakan metode deskriptif dengan teknik *Partial Least Squares (PLS)*. Hasil penelitian menunjukkan bahwa *system quality*, *perceived usefulness*, *perceived ease of use*, berpengaruh signifikan baik secara parsial maupun simultan terhadap *behavioral intention*. Sedangkan variabel *service quality* yang dirasakan tidak berpengaruh signifikan terhadap penggunaan sesungguhnya pengguna *learning management system* di Indonesia. Penelitian ini menunjukkan bahwa variabel yang diuji sudah baik untuk mempengaruhi variabel lain, namun perlu dikembangkan lagi pelaksanaan konkritnya pada aplikasi *Learning Management System*.

Kata kunci : TAM, Aplikasi LMS, *Partial Least Squares (PLS)*

ABSTRACT

INTEGRATION OF SYSTEM QUALITY WITH TECHNOLOGY ACCEPTANCE MODEL (TAM) FOR USING LEARNING MANAGEMENT SYSTEM IN INDONESIA

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This research is based on a main problem, namely the measurement of recipients using the Learning Management System application using TAM. This research is categorized as quantitative research using descriptive method with Partial Least Squares (PLS) technique. The results showed that system quality, perceived usefulness, perceived ease of use, had a significant effect either partially or simultaneously on behavioral intention. While the service quality variable has no significant effect on the behavioral intention of learning management system users in Indonesia. This study shows that the tested variables are good for influencing other variables, but the concrete implementation needs to be developed again in the Learning Management System application.

Keywords : TAM, LMS Application, Partial Least Squares (PLS)