

## RINGKASAN

STMIK AMIKOM Purwokerto merupakan salah satu Perguruan Tinggi yang bergerak dalam bidang pendidikan berbasis teknologi informasi. Perguruan Tinggi ini menerapkan sistem informasi salah satunya berupa website. Keberadaan website sangatlah penting sehingga perlu diadakannya analisis untuk mengukur kualitas layanan website pada STMIK AMIKOM Purwokerto. Salah satu model penerimaan pemakai terhadap teknologi yaitu dengan metode Technology Acceptance Model (TAM). Sumber data berasal dari penyebaran kuesioner yang berisi 18 pernyataan menggunakan skala likert 5 alternatif jawaban. Responden merupakan civitas akademik STMIK AMIKOM Purwokerto yang merupakan pengguna website. Data yang diperoleh kemudian diolah menggunakan perangkat lunak SPSS 22. Hasil analisis korelasi Variabel Persepsi Kualitas Website (Perceived Website Quality) terhadap variabel Kegunaan yang dirasakan (Perceived Usefulness) nilai signifikansi yang didapat ( $0,000 < 0,1$ ) maka  $H_0$  ditolak, artinya terdapat hubungan yang signifikan positif pada kedua variabel. Sedangkan analisis regresi sederhana menunjukkan pengaruh sebesar 55,7% Variabel Persepsi Kualitas Website (Perceived Website Quality) terhadap variabel Kemudahan Penggunaan (Perceived Ease of Use) nilai signifikansi yang didapat ( $0,000 < 0,1$ ) maka  $H_0$  ditolak, artinya terdapat hubungan yang signifikan positif pada kedua variabel. Sedangkan analisis sederhana menunjukkan pengaruh sebesar 53,7%. Variabel Persepsi Kemudahan Penggunaan (Perceived Ease of Use) terhadap variabel Kegunaan yang dirasakan (Perceived Usefulness) nilai signifikansi yang didapat ( $0,000 < 0,1$ ) maka  $H_0$  ditolak, artinya terdapat hubungan yang signifikan positif pada kedua variabel. Sedangkan analisis sederhana menunjukkan pengaruh sebesar 44,6%.

Kata kunci: TAM, Analisis, Website.

## **ABSTRACT**

*STMIK AMIKOM Purwokerto is a higher educational institution engaged in the field of information technology-based education. This higher education implements one form of information system called as website. The existence of the websites is very important. Therefore, it is very crucial to conduct an analysis to measure the service quality of the websites that belong to STMIK AMIKOM Purwokerto. One of the users' acceptance models towards the technology is called as Technology Acceptance Model (TAM). The data source was derived from the dissemination of the questionnaire containing 18 statements applying likert scale of 5 alternative answers. The research participants were the society of academicians at STMIK AMIKOM Purwokerto in which they were the users of the websites. The data obtained were processed by implementing the SPSS 22 software. The results of the correlation analysis elaborated that the variables of the Perceived Website Quality the variable of the Perceived Usefulness Intention showed the significant value ( $0.000 < 0.1$ ). The data proved that the  $H_0$  was rejected; it means that there was a significant positive relationship on the second variable. However, the simple analysis showed the influence as 55,7%. The variable of the Perceived Website Quality the Perceived Ease of Use variable showed the significant value ( $0.000 < 0.1$ ). The data revealed that the  $H_0$  was rejected; it means that there was a significant positive relationship on both variables. While the simple analysis showed the influence of 53,7%. The variable of the Perceived Ease of Use the variable of Perceived Usefulness presented the significant value ( $0.000 < 0.1$ ). Therefore, the  $H_0$  was rejected. It means that there was a significant positive relationship on both variables. While the simple analysis showed the influence of 44,6%.*

*Keywords: TAM, Analysis, Website.*