

INTISARI

Analisis perilaku pengguna sistem informasi akademik menggunakan metode UTAUT bertujuan untuk mengidentifikasi faktor apa saja yang paling berpengaruh terhadap bagaimana perilaku pengguna menggunakan sistem informasi akademik. Batasan masalah penelitian ini meliputi variabel Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioural Intention, Use Behavior, Trust, dan Satisfaction. Data penelitian ini dianalisis menggunakan software SmartPLS 4 dan diuji dengan model Structural Equation Modelling (SEM). Hasil penelitian menunjukkan variabel Behavioral Intention (BI), Facilitating Condition (FC), trust (TRU), Social Influence (SI), dan Performance Expectancy mempengaruhi secara signifikan terhadap perilaku pengguna (Use Behavior) sistem informasi akademik. Hasil tersebut menjelaskan bahwa mahasiswa merasa penggunaan sistem web Students Service Center dipengaruhi oleh keyakinan mereka bahwa menggunakan sistem tersebut dapat meningkatkan produktivitas kegiatan akademik dan faktor sosial serta tingkat kepercayaan untuk menggunakan web Students. Selain itu, adanya fasilitas yang diberikan kepada mahasiswa dan keinginan mereka untuk menggunakan web Students Service Center Universitas Amikom Purwokerto sebagai layanan informasi akademik mempengaruhi penggunaan sistem tersebut.

Kata kunci: perilaku pengguna, web student service center, sistem informasi akademik, metode UTAUT

ABSTRACT

The analysis of academic information system user behavior using the UTAUT method aims to identify the most influential factors on how users behave in utilizing academic information systems. The scope of this research problem includes variables such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intention, Use Behavior, Trust, and Satisfaction. The research data were analyzed using SmartPLS 4 software and tested with Structural Equation Modeling (SEM) model. The results of the study indicate that Behavioral Intention (BI), Facilitating Condition (FC), Trust (TRU), Social Influence (SI), and Performance Expectancy significantly influence the user behavior of the academic information system. These findings explain that students perceive the use of the Students Service Center web system is influenced by their belief that using the system can enhance academic productivity and social factors, as well as the level of trust in using the Students web. Additionally, the facilities provided to students and their desire to use the Students Service Center web at Amikom Purwokerto University as an academic information service influence the use of the system.

Keywords: use behavior, web student service center, academic information system, UTAUT method.