

ABSTRAK

Penerimaan aplikasi KDMP Mobile oleh anggota Koperasi Desa Merah Putih di Desa Tiparkidul, Kecamatan Ajibarang, menjadi faktor penentu keberhasilan digitalisasi layanan koperasi. Hasil pra-survei menunjukkan bahwa meskipun kesadaran anggota terhadap aplikasi tersebut sudah tinggi, tingkat penerimaannya masih belum optimal, terutama pada aspek kemudahan penggunaan yang menjadi kendala utama. Penelitian ini bertujuan menganalisis pengaruh *Perceived usefulness* (PU) dan *Perceived ease of use* (PEOU) terhadap *Behavioral intention to use* (BI), baik secara langsung maupun melalui *Attitude toward using* (ATU) sebagai variabel mediasi, berdasarkan pendekatan *Technology Acceptance Model* (TAM). Penelitian ini merupakan penelitian kuantitatif berjenis survei yang dilaksanakan di Desa Tiparkidul, Kecamatan Ajibarang, Kabupaten Banyumas, dengan melibatkan 50 responden anggota aktif koperasi sebagai sampel jenuh. Data dikumpulkan melalui kuesioner skala Likert lima poin yang didukung observasi dan wawancara, kemudian dianalisis menggunakan regresi linear berganda serta uji parsial dan simultan dengan SPSS, dan uji mediasi melalui *bootstrapping* SmartPLS. Hasil penelitian menunjukkan PU dan PEOU masing-masing berpengaruh positif dan signifikan terhadap BI, demikian pula secara simultan keduanya berpengaruh signifikan terhadap BI dengan kontribusi sebesar 46,1%. Namun, ATU tidak terbukti memediasi pengaruh PU maupun PEOU terhadap BI karena pengaruh ATU terhadap BI tidak signifikan. PEOU terbukti memiliki pengaruh paling dominan terhadap niat penggunaan aplikasi dibandingkan PU. Temuan ini menyimpulkan bahwa niat anggota koperasi terbentuk dari pertimbangan manfaat dan kemudahan secara langsung, bukan melalui pembentukan sikap, sehingga pengembangan aplikasi ke depan perlu memprioritaskan penyederhanaan antarmuka dan navigasi disertai pendampingan literasi digital guna mendorong penerimaan teknologi yang lebih luas di lingkungan koperasi desa.

Kata kunci: *Technology Acceptance Model*, *KDMP Mobile*.

ABSTRACT

Acceptance of the KDMP Mobile Application by members of Koperasi Desa Merah Putih in Tiparkidul Village, Ajibarang Subdistrict, is a determining factor in the success of cooperative service digitalization. Pre-survey results indicate that although member awareness of the application is already high, the level of acceptance remains suboptimal, particularly regarding ease of use, which constitutes the main obstacle. This study aims to analyze the influence of Perceived usefulness (PU) and Perceived ease of use (PEOU) on Behavioral intention to use (BI), both directly and through Attitude toward using (ATU) as a mediating variable, based on the Technology Acceptance Model (TAM) approach. This research is a quantitative survey-based study conducted in Tiparkidul Village, Ajibarang Subdistrict, Banyumas Regency, involving 50 active cooperative members as a saturated sample (sampling jenuh). Data were collected through a five-point Likert scale questionnaire supported by observation and interviews, then analyzed using multiple linear regression along with partial (t-test) and simultaneous (F-test) tests via SPSS, as well as a mediation test through bootstrapping using SmartPLS. The results show that PU and PEOU each have a positive and significant effect on BI, and together they also have a significant simultaneous effect on BI, accounting for 46.1% of the variance. However, ATU was not proven to mediate the influence of either PU or PEOU on BI, as the effect of ATU on BI was not significant. PEOU was found to have the most dominant influence on the intention to use the application compared to PU. These findings conclude that cooperative members' intention to use the application is shaped directly by considerations of usefulness and ease of use, rather than through the formation of attitude. Therefore, future application development should prioritize simplifying the interface and navigation, accompanied by digital literacy assistance, in order to encourage broader technology acceptance within village cooperative communities.

Keywords: Technology Acceptance Model, KDMP Mobile.