

ABSTRAK

Perkembangan teknologi informasi telah mendorong meningkatnya penggunaan *website repository eprint* di kalangan mahasiswa sebagai sarana untuk memenuhi berbagai kebutuhan. Namun, tingkat niat mahasiswa dalam menggunakan *website repository eprint* dipengaruhi oleh berbagai faktor yang perlu dikaji lebih lanjut. Penelitian ini bertujuan untuk menganalisis pengaruh *performance expectancy*, *effort expectancy*, dan *social influence* terhadap *behavioral intention* mahasiswa dalam menggunakan *website repository eprint*. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah mahasiswa di Purwokerto yang menggunakan *website repository eprint*, sedangkan teknik pengambilan sampel menggunakan metode *snowball sampling* dengan jumlah adalah 80 Responden. Data dikumpulkan melalui penyebaran kuisioner melalui google form dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan perangkat lunak *Statistical Package for the Social Sciences* (SPSS). Hasil penelitian diharapkan menunjukkan bahwa *performance expectancy*, *effort expectancy*, dan *social influence* berpengaruh positif dan signifikan terhadap *behavioral intention* mahasiswa dalam menggunakan *website repository eprint*, baik secara parsial maupun simultan. Temuan penelitian ini diharapkan dapat memberikan kontribusi terhadap pengembangan teori *Unified Theory of Acceptance and Use of Technology* (UTAUT), sekaligus menjadi bahan pertimbangan bagi pengembang *website repository eprint* dalam meningkatkan fitur, kemudahan penggunaan, dan strategi sosial yang mampu mendorong peningkatan niat penggunaan aplikasi di kalangan mahasiswa.

Kata kunci: *performance expectancy*, *effort expectancy*, *social influence*, *behavioral intention*, *website repository eprint*.

ABSTRACT

The rapid development of information technology has led to an increasing use of repository eprint websites among university students as a means of fulfilling various academic needs. However, students' behavioral intention to use repository eprint websites is influenced by several factors that require further investigation. This study aims to analyze the effects of performance expectancy, effort expectancy, and social influence on students' behavioral intention to use repository eprint websites. This research employed a quantitative approach using a survey method. The population consisted of university students in Purwokerto who use repository eprint websites, while the sample was selected using a snowball sampling technique, resulting in 80 respondents. Data were collected through questionnaires distributed via Google Forms and analyzed using multiple linear regression analysis with the assistance of the Statistical Package for the Social Sciences (SPSS). The results of this study indicate that performance expectancy, effort expectancy, and social influence have a positive and significant effect on students' behavioral intention to use repository eprint websites, both partially and simultaneously. These findings are expected to contribute to the development of the Unified Theory of Acceptance and Use of Technology (UTAUT) and provide valuable insights for repository eprint website developers in improving website features, ease of use, and social strategies to encourage greater usage intention among university students.

Keywords: performance expectancy, effort expectancy, social influence, behavioral intention, repository eprint website.