

ABSTRAK

Perkembangan teknologi informasi telah mendorong meningkatnya penggunaan aplikasi buku digital sebagai alternatif dalam memenuhi kebutuhan membaca masyarakat. Salah satu *platform* yang menyediakan layanan buku digital adalah Gramedia Digital. Namun, minat penggunaan aplikasi tersebut masih dipengaruhi oleh berbagai faktor yang perlu dianalisis. Penelitian ini bertujuan untuk menganalisis pengaruh *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, dan *Facilitating Conditions* terhadap *Behavioral Intention* (minat penggunaan) aplikasi Gramedia Digital dengan menggunakan model *Unified Theory of Acceptance and Use of Technology* (UTAUT). Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui penyebaran kuesioner dengan menggunakan Google Form kepada 100 responden yang merupakan *followers* akun X (Twitter) @gramediaebooks dan pernah menggunakan aplikasi Gramedia Digital. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 3 melalui pengujian *outer model*, *inner model*, dan uji hipotesis. Hasil penelitian menunjukkan bahwa *Performance Expectancy* tidak berpengaruh terhadap *Behavioral Intention* dengan nilai *P-Values* sebesar 0.020, *Effort Expectancy* tidak berpengaruh terhadap *Behavioral Intention* dengan nilai *P-Values* sebesar 0.481, *Social Influence* berpengaruh terhadap *Behavioral Intention* dengan nilai *P-Values* sebesar 0.000, sedangkan *Facilitating Conditions* tidak berpengaruh terhadap *Behavioral Intention* dengan nilai *P-Values* sebesar 0.153. Selain itu, nilai *R-Square* sebesar 0.599 menunjukkan bahwa nilai variabel *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, dan *Facilitating Conditions* mampu menjelaskan *Behavioral Intention* sebesar 59.0%, sedangkan sisanya 41.0% dipengaruhi oleh faktor lain di luar model penelitian.

Kata kunci: Gramedia Digital, UTAUT, *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, *Facilitating Conditions*, *Behavioral Intention*

ABSTRACT

The development of information technology has encouraged the increasing use of digital book applications as an alternative to meet people's reading needs. One of the platforms providing digital book services is Gramedia Digital. However, users' intention to use the application is still influenced by various factors that need to be analyzed. This study aims to analyze the influence of Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions on Behavioral Intention to use the Gramedia Digital application by employing the Unified Theory of Acceptance and Use of Technology (UTAUT) model. This study employed a quantitative research method with a survey approach. Data were collected through questionnaires distributed via Google Forms to 100 respondents who were followers of the @gramediaebooks account on X (formerly Twitter) and had previously used the Gramedia Digital application. The sampling technique used was purposive sampling. Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 3 software through outer model, inner model, and hypothesis testing. The results showed that Performance Expectancy had a significant effect on Behavioral Intention with a P-Value of 0.020, Effort Expectancy had no significant effect on Behavioral Intention with a P-Value of 0.481, Social Influence had a significant effect on Behavioral Intention with a P-Value of 0.000, while Facilitating Conditions had no significant effect on Behavioral Intention with a P-Value of 0.153. Furthermore, the R-Square value of 0.599 indicates that the variables Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions explain 59.0% of the variance in Behavioral Intention, while the remaining 41.0% is explained by other factors outside the research model.

Keywords: Gramedia Digital, UTAUT, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intention.