

ABSTRAK

Universitas Amikom Purwokerto menggunakan situs website Digilib sebagai perpustakaan digital untuk mengakomodasi referensi akademik bagi mahasiswa secara mudah. Namun, berdasarkan hasil observasi dan analisis fenomena di lokasi penelitian ditemukan bahwa terdapat beberapa kendala yang memengaruhi minat penggunaan yaitu belum maksimalnya manfaat yang dirasakan mahasiswa, website tidak mudah digunakan, belum ada dorongan dari dosen maupun rekan mahasiswa lain, fasilitas pendukung yang belum memadai serta intensitas akses yang masih relatif rendah. Sehingga penelitian ini dilakukan untuk menganalisis pengaruh *Performance expectancy*, *effort expectancy*, *social influence*, dan *facilitating conditions* terhadap *Behavioral intention* mahasiswa dalam menggunakan website digilib Universitas Amikom Purwokerto serta menguji peran *experience* sebagai variable moderasi. Penelitian ini menggunakan metode pendekatan kuantitatif dengan menggunakan sampel penelitian berjumlah 96 responden yang ditentukan menggunakan rumus Slovin. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (PLS-SEM) dengan bantuan SmartPLS4. Hasil penelitian menunjukkan bahwa *Performance expectancy*, *effort expectancy*, dan *facilitating conditions* berpengaruh signifikan terhadap *Behavioral intention*. Namun, *Social influence* tidak berpengaruh signifikan terhadap *behavioral intention*. Lebih lanjut, *experience* tidak mampu memoderasi hubungan *social influence* maupun *effort expectancy* terhadap *Behavioral intention*. Temuan ini menunjukkan bahwa minat penggunaan lebih dipengaruhi oleh manfaat, kemudahan, dan dukungan sistem.

Kata kunci: UTAUT, website digilib, *Behavioral intention*, *performance expectancy*, *effort expectancy*

ABSTRACT

Amikom Purwokerto University utilize Digilib website as a digital library to accommodate academic references for student seamlessly. However, based on observations and analysis, there are several problems that could possibly affect the intention to use Digilib: website performance felt by students are not yet optimal, website is not easy to use, there is no encouragement from lecturers or fellow students to use digilib website, and the supporting facilities are not yet supportive and the frequency of access is relatively low. Therefore, this study aims to analyze the effect of performance expectancy, effort expectancy, social influence, and facilitating conditions on students' behavioral intention in using the Digilib website of Universitas Amikom Purwokerto, as well as to examine the role of experience as a moderating variable. This research uses a quantitative approach with a sample of 96 respondents determined using the Slovin formula. Data were collected through questionnaires and analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with SmartPLS 4. The results show that performance expectancy, effort expectancy, and facilitating conditions have a significant effect on behavioral intention. However, social influence has no significant effect on behavioral intention. Furthermore, experience does not moderate the relationship between social influence and effort expectancy toward behavioral intention. These findings indicate that usage intention is mainly influenced by per, ease of use, and system support.

Keywords: UTAUT, Digilib website, Behavioral intention, performance expectancy, effort expectancy