

INTISARI

Indonesia saat ini sedang mengalami fase dimana membuat seluruh aktifitas masyarakat terganggu, hal ini diakibatkan oleh suatu virus bernama Covid-19 yang berasal dari Cina. Dampak yang ditimbulkan oleh paparan virus Covid-19 sangat mempengaruhi seluruh sektor kegiatan masyarakat seperti dibidang perekonomian, pariwisata, sosial, dan pendidikan. Oleh karena itu, Universitas Amikom Purwokerto selama masa pandemi Covid-19 menerapkan proses perkuliahan secara daring dengan menggunakan aplikasi salah satunya Zoom Cloud Meeting. Penelitian ini menggunakan metode kuantitatif dengan model Unified Theory of Acceptance and Use of Technology (UTAUT) yang sudah dimodifikasi dengan tujuan untuk mengetahui tingkat kepuasan pengguna aplikasi Zoom Cloud Meeting yang dilihat dari faktor yang mempengaruhinya menggunakan metode UTAUT yang sudah dimodifikasi. Variabel yang digunakan adalah Performance Expectancy, Effort Expectancy, Social Influence, dan Facilitating Condition sebagai variabel independent, variabel Use Behavior sebagai variabel dependent, serta variabel Gender dan Experience sebagai variabel moderator. Berdasarkan hasil penelitian, menunjukkan bahwa tingkat kepuasan mahasiswa terhadap aplikasi Zoom Cloud Meeting dipengaruhi oleh faktor Performance Expectancy dan Social Influence. Berdasarkan hasil analisis (a) terdapat pengaruh positif dan signifikan antara Performance Expectancy terhadap Use Behavior yang dimoderasi oleh Gender. (b) terdapat pengaruh positif tetapi tidak signifikan antara variabel Effort Expectancy terhadap Use Behavior yang dimoderasi oleh Gender. (c) terdapat pengaruh positif dan signifikan antara Social Influence terhadap Use Behavior yang dimoderasi oleh Gender. (d) terdapat pengaruh positif tetapi tidak signifikan antara variabel Facilitating Condition terhadap Use Behavior yang dimoderasi oleh Experience. (e) terdapat pengaruh positif tetapi tidak signifikan antara variabel Effort Expectancy terhadap Use Behavior yang dimoderasi oleh Experience. (f) terdapat pengaruh positif dan signifikan antara Social Influence terhadap Use Behavior yang dimoderasi oleh Experience. (g) secara simultan variabel Performance Expectancy, Effort Expectancy, Social Influence, dan Facilitating Condition berpengaruh positif dan signifikan terhadap Use Behavior penerimaan pengguna aplikasi Zoom.

Kata kunci: Covid-19, Kuliah online, Zoom Cloud Meeting, UTAUT.

ABSTRACT

Indonesia is currently experiencing a phase where all community activities are disrupted, this is caused by a virus called Covid-19 which originated from China. The impact caused by exposure to the Covid-19 virus greatly affects all sectors of community activity, such as the economic, tourism, social and educational sectors. Therefore, Amikom University Purwokerto during the Covid-19 pandemic implemented an online lecture process using applications, one of which was Zoom Cloud Meeting. This study uses a quantitative method with a modified Unified Theory of Acceptance and Use of Technology (UTAUT) model with the aim of knowing the level of user satisfaction of the Zoom Cloud Meeting application seen from the factors that influence it using the modified UTAUT method. . The variables used are Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Condition as independent variables, Use Behavior variables as dependent variables, and Gender and Experience variables as moderator variables. Based on the results of the study, it shows that the level of student satisfaction with the Zoom Cloud Meeting application is influenced by the Performance Expectancy and Social Influence factors. Based on the results of the analysis (a) there is a positive and significant influence between Performance Expectancy on Use Behavior moderated by Gender. (b) there is a positive but not significant effect between the Effort Expectancy variable on Use Behavior moderated by Gender. (c) there is a positive and significant influence between Social Influence on Use Behavior moderated by Gender. (d) there is a positive but not significant effect between the Facilitating Condition variables on Use Behavior moderated by Experience. (e) there is a positive but not significant effect between the Effort Expectancy variable on Use Behavior moderated by Experience. (f) there is a positive and significant influence between Social Influence on Use Behavior moderated by Experience. (g) Simultaneously the variables of Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Condition have a positive and significant effect on Use Behavior of user acceptance of the Zoom application.

Keywords: Covid-19, online lectures, Zoom Cloud Meeting, UTAUT.