

**ANALISIS KEPUASAN PENGGUNAAN SISTEM GALERI
PUBLIKASI ILMIAH (GPI) DENGAN MENGGUNAKAN
TECHNOLOGY ACCEPTANCE MODEL (TAM)**

Oleh

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ABSTRAK

Galeri Publikasi Ilmiah (GPI) adalah sistem yang dimiliki oleh Fakultas Ekonomi Undiksha yang bertujuan untuk membantu mahasiswa dalam publikasi artikel. Tujuan dari penelitian ini salah satunya mendeskripsikan kepuasan penggunaan pada Sistem Galeri Publikasi Ilmiah (GPI) Fakultas Ekonomi ditinjau menggunakan model *Technology Acceptance Model* (TAM) serta memperoleh masukan kendala lain yang dialami mahasiswa. Metode yang digunakan penelitian ini adalah kuantitatif dengan menggunakan teknik pengambilan sampelnya adalah *Sampling* jenuh, jumlah populasi dan sampelnya 74 orang. Pengolahan data menggunakan metode PLS-SEM dengan bantuan aplikasi SmartPLS versi 3.2.9. Hasil penelitian ini adalah 1 hipotesis dinyatakan ditolak yaitu Persepsi kebermanfaatan (*perceived usefulness*) terhadap pengguna teknologi sesungguhnya (*Actual Technology Use*). Hal ini dikarenakan memiliki nilai *t-test* di bawah nilai ambang batas dan 6 hipotesis diterima yaitu Persepsi kemudahan (*perceived ease to use*) terhadap persepsi kebermanfaatan (*perceived usefulness*) terkait pengguna sistem GPI. Persepsi kebermanfaatan (*perceived usefulness*) terhadap sikap pengguna (*attitude toward using*). Persepsi kemudahan (*perceived ease of use*) sikap pengguna sistem GPI (*attitude toward using*). Persepsi kebermanfaatan (*perceived usefulness*) terhadap minat perilaku menggunakan (*behavioral intention to use*). Sikap pengguna (*attitude toward using*) terhadap minat perilaku menggunakan (*behavioral intention to use*). Minat perilaku (*behavioral intention to use*) terhadap penggunaan teknologi sesungguhnya (*Actual Technology Use*).

Kata Kunci : Sistem GPI, Kepuasan Pengguna, *Technology Acceptance Model* (TAM)

**ANALYSIS OF GALLERY SYSTEM USAGE SATISFACTION
SCIENTIFIC PUBLICATIONS (GPI) BY USING
TECHNOLOGY ACCEPTANCE MODEL (TAM)**

By

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ABSTRACT

The Scientific Publication Gallery (GPI) is a system owned by the Undiksha Faculty of Economics which aims to assist students in publishing articles. The purpose of this research is to misrepresent the satisfaction of using the Scientific Publication Gallery System (GPI) of the Faculty of Economics in terms of using the Technology Acceptance Model (TAM) model and obtaining input on other constraints experienced by students. The method used in this research is quantitative using the sampling technique is saturated sampling, the total population and the sample is 74 people. Data processing uses the PLS-SEM method with the help of the SmartPLS version 3.2.9 application. The results of this study are 1 hypothesis declared rejected, namely the perceived usefulness of actual technology users related to GPI system users. This is because it has a t-test value below the threshold value and 6 hypotheses are accepted, namely perceived ease of use on perceived usefulness related to GPI system users. Perceived usefulness of the user's attitude (attitude toward using) related to GPI system users. Perceived ease of use is the attitude toward using the GPI system (attitude toward using) related to GPI system users. Perceived usefulness of behavioral intention to use related to GPI system users. User attitude (attitude toward using) towards behavioral intention to use related to GPI system users. Behavioral intention to use actual technology use related to GPI system users.

Keywords: GPI System, User Satisfaction, Technology Acceptance Model (TAM).