

**ANALISIS PENERIMAAN PENGGUNAAN *E-SERVICE*
MENGUNAKAN *UNIFIED THEORY OF ACCEPTANCE AND USE OF
TECHNOLOGY* (UTAUT) FAKULTAS TEKNIK UNIVERSITAS NEGERI
YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi penerimaan dan penggunaan terhadap penerapan layanan *E-Service* di Fakultas Teknik Universitas Negeri Yogyakarta. Model yang digunakan pada penelitian ini adalah *The Unified Theory of Acceptance and Use of Technology* (UTAUT).

Metode penelitian ini menggunakan pendekatan kuantitatif eksplanatif. Populasi dalam penelitian ini adalah mahasiswa pengguna *E-Service* di Fakultas Teknik Universitas Negeri Yogyakarta. Pengambilan sampel sebanyak 100 mahasiswa. Metode pengumpulan data yang digunakan adalah kuisioner. Teknik analisis menggunakan analisis *Partial least square* (PLS).

Hasil penelitian ini adalah (1) Harapan kinerja berpengaruh positif terhadap minat mahasiswa dalam menggunakan *E-Service*, (2) Harapan usaha berpengaruh positif terhadap minat mahasiswa dalam menggunakan *E-Service*, (3) Pengaruh sosial berpengaruh positif terhadap minat mahasiswa dalam menggunakan *E-Service*, (4) Kondisi-kondisi yang memfasilitasi berpengaruh positif terhadap tingkat penggunaan *E-Service*, (5) Minat mahasiswa dalam menggunakan *E-Service* berpengaruh positif terhadap tingkat penggunaan *E-Service*.

Kata kunci: *E-Service*, *Unified Theory of Acceptance and Use of Technology* (UTAUT), *Partial least square* (PLS)

**ACCEPTANCE ANALYSIS OF THE E-SERVICE USE USING THE
UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY IN
YOGYAKARTA STATE UNIVERSITY FACULTY OF ENGINEERING**

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ABSTRACT

This study aims to determine the factors that influence the acceptance and use of the application of E-Service services at the Faculty of Engineering, Yogyakarta State University. The model used in this study is The Unified Theory of Acceptance and Use of Technology (UTAUT).

This research method uses an explanatory quantitative approach. The population in this research were students of E-Service users at the Faculty of Engineering, Yogyakarta State University. 100 students were taken as samples. The data collection method used is a questionnaire. The analysis technique uses Partial least square (PLS) analysis.

The results of this research are (1) Performance expectations have a positive effect on student interest in using E-Service, (2) Effort expectations have a positive effect on student interest in using E-Service, (3) Social influence has a positive effect on student interest in using e -service, (4) Facilitating conditions have a positive effect on the E-Service use, (5) Student interest in using E-Service has a positive effect on the E-Service use.

Keywords: E-Service, Unified Theory of Acceptance and Use of Technology (UTAUT), Partial least square (PLS)