

ABSTRACT

The study aims to determine the effect of the ease and benefits of user attitudes toward Integrated Academic Information System (SIAT) by using the Technology Acceptance Model (TAM). This study used three variables that were: easily modified as needed (Perceived Ease of Use) and benefits (Perceived Usefulness) as independent variables. Other variables in the form of user attitude (Attitude toward Using) as the dependent variable. The population in this study were students, lecturers and operators of SIAT in State University of Gorontalo with the samples of 219 respondents, and the determination of the samples by using random sampling methods. Hypothesis testing is done using multiple regression analysis technique and SPSS 19.00 software for processing. The results of respondents' answers to the questionnaire was tested using Microsoft Visual Basic 6.0. The positive results showed that Perceived Ease of Use variable by 68.5% affect toward user attitudes of SIAT, and the positive results showed that Perceived Usefulness variable by 62.6% affect toward user attitudes of SIAT. This proves that the ease and benefits were generated by an information system are factors that affects the user to continue using the system on an ongoing basis.

Keywords: Integrated Academic Information System (SIAT), Technology Acceptance Model (TAM), Ease (Perceived Ease of Use), Benefits (Perceived Usefulness), User Attitudes (Attitude toward Using).

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