

## ABSTRACT

Fajar Nugroho, 92319015

### ACCEPTANCE AFFECTING FACTORS ANALYSIS OF PRIVATE SCOPE PSE REGISTRATION INFORMATION SYSTEMS WITH UTAUT2 AND TAM METHODS

Thesis, Studies Program Magister of Management Information System, University of Gunadarma, 2019

**Keywords:** Privat Scope PSE, Public Services, SEM-PLS, UTAUT2, TAM.  
(xiii + 80 + Appendix)

Based on PSE Private Scope registration data, there are still few website managers who register their Electronic Systems at the Ministry of Communication and Information (Kominfo). The number of registrants is very small compared to the number of websites circulating in the community. The purpose of this study was to find out the factors that influence public acceptance of the Private Scope PSE registration information system at the Ministry of Communications and Information using the TAM and UTAUT2 acceptance models. TAM is intended to find out why users accept or reject information technology and how users are influenced by system characteristics (Davis, 1993). While UTAUT2 studies the acceptance and use of an information technology in the context of consumers (Venkatesh, Thong and Xu, 2012). Used methodology is Survey Research and quantitative approach with the number of respondents determined using a minimum Slovin of 193 sampling from a defined population of 3,468 Private Scope PSE's registrant data subjects. Data were analyzed with the concept of Structural Equation Modeling (SEM) using Partial Least Square (PLS). The result of Cronbach's Alpha in this model is greater than the limit of 0.7 except for the Perceived Trust construct. The HTMT value of each construct is less than the limit value of 0.9 so that the discriminant validity of this model is valid. The conclusion of the study is that Price Value and Habit are the most influential factors on Behavioral Intention and build Use Behavior. Meanwhile, Facilitating Condition has a direct effect on Use Behavior.