

Pengaruh Perceived Usefulness, Perceived Ease of Use dan Perceived Enjoyment terhadap Penerimaan MYOB Accounting

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kegunaan, persepsi kemudahan dan persepsi kenyamanan terhadap penerimaan MYOB Accounting Software. Model penelitian ini adalah model persamaan struktural. Data dikumpulkan dengan menggunakan kuesioner yang diberikan langsung kepada responden. Populasi dari penelitian ini adalah seluruh siswa pengguna MYOB Accounting Software di SMK Negeri 9 Semarang. Penelitian ini menggunakan metode purposive sampling untuk mengumpulkan 140 sampel. Analisis data dilakukan dengan menggunakan alat bantu AMOS Versi 22. Hasil penelitian menunjukkan bahwa perceived ease of use memiliki pengaruh signifikan terhadap perceived usefulness. Perceived ease of use dan perceived usefulness tidak signifikan mempengaruhi attitude toward using. Perceived enjoyment memiliki pengaruh signifikan terhadap attitude toward using. Attitude toward using mempengaruhi acceptance of MYOB Accounting. Perceived usefulness tidak signifikan mempengaruhi acceptance of MYOB Accounting. Dan attitude toward using mengintervensi variabel perceived enjoyment terhadap acceptance dan mengintervensi variabel perceived usefulness terhadap acceptance of MYOB Accounting.

Kata Kunci : Perceived Usefulness; Perceived Ease Of Use; Perceived Enjoyment; Attitude Toward Using; Acceptance.

The Effect of Perceived Usefulness, Perceived Ease of Use and Perceived Enjoyment on Acceptance of MYOB Accounting

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ABSTRACT

The purpose of this research is to analyze the effect of perceived usefulness, perceived ease of use and perceived enjoyment on acceptance of MYOB Accounting software. The model of this research is structural equation model. Data was collected using a questionnaire given directly to repondents. The population of this research are all students that has used MYOB Accounting software at SMK Negeri 9 Semarang. This research use targeted purposive sampling method in order to collect 140 samples. Data analysis was performed using AMOS Versi 22 Software. The result showed that perceived ease of use has proved to have significant effect on perceived usefulness. Perceived usefulness and perceived ease of use have proved to have no significant effect on attitude toward using. Perceived enjoyment has proved to have significant effect on attitude toward using. Attitude toward using has proved to have significant effect on acceptance of MYOB Accounting Software. Perceived usefulness has proved to have no significant effect on acceptance of MYOB Accounting software. In addition, attitude toward using is intervening variable perceived enjoyment on acceptance and intervening variable perceived usefulness on acceptance of MYOB Accounting.

Keyword : Perceived Usefulness; Perceived Ease Of Use; Perceived Enjoyment; Attitude Toward Using; Acceptance.