

Analisis penggunaan mobile instant messenger pada aplikasi whatsapp dan line berdasarkan model penerimaan teknologi = Analysis on the use of mobile instant messenger whatsapp and line application based on the technology acceptance model

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Abstrak

Mobile instant messenger adalah suatu teknologi komunikasi yang dapat mengirimkan pesan dengan cepat melalui perantaraan jaringan internet dari satu mobile ke mobile yang lain. Mobile instant messenger yang akan diteliti dalam penelitian ini adalah WhatsApp dan LINE. Penelitian ini bertujuan untuk menguji teori Technology Acceptance Model TAM , di mana perceived usefulness dan perceived ease of use sebagai faktor penentu penggunaan teknologi mobile instant messenger. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan sifat eksplanatif dan deskriptif. Hasil penelitian ini menemukan bahwa perceived usefulness dan perceived ease of use berhubungan secara positif dan signifikan terhadap penggunaan WhatsApp dan LINE.

Mobile Instant Messenger is a communication technology that can send messages quickly through the medium of the Internet network from one mobile to another mobile. Mobile instant messenger that will be examined in this study is WhatsApp and LINE. This study aims to test the theory of Technology Acceptance Model TAM , in which perceived usefulness and perceived ease of use as determinants of the use of mobile instant messenger technology. The research method used is quantitative research with explanative and descriptive nature. This research found that perceived usefulness and perceived ease of use were positively and significantly associated with the use of WhatsApp and LINE.