Evaluasi Penerapan Building Information Modeling (BIM) pada Proyek Kontruksi di PT XYZ dengan Menggunakan Teori Technology Acceptance Model (TAM) untuk Meningkatkan Kinerja Proyek = The Evaluation of Building Information Modeling (BIM) Implementation in a Construction Project at Pt XYZ Using The Technology Acceptance Model (TAM) to Improve Project Performance

Windy Puspita Destiani, author

Abstrak

Di tengah pesatnya perkembangan teknologi, industri jasa konstruksi dinilai merupakan industri yang paling lambat dalam mengadopsi inovasi proses dan teknologi dalam mengelola bisnisnya dibanding industri lain yang bahkan posisinya lebih rendah dibanding sektor pertanian (Mckinsey, 2017). Saat ini digitalisasi industri jasa konstruksi di Indonesia khususnya dalam penggunaan BIM sudah diwajibkan oleh pemerintah melalui PERMEN PU No. 22/PRT/M/2018 tentang Pedoman Pembangunan Bangunan Gedung Negara. Penelitian ini bertujuan untuk mengidentifikasi pengaruh antara variabel dan indikator pada TAM yang memiliki pengaruh terbesar pada penerimaan teknologi di lingkungan PT XYZ; menganalisis hubungan antara variable TAM perceived ease of use (PEOU), perceived usefulness (PU), consensus on aprropriation, individual intention, dan organizational intention; dan menghasilkan rekomendasi strategi percepatan implementasi BIM agar dapat berkontribusi untuk meningkatkan kinerja Proyek Konstruksi PT XYZ. Hasil penelitian ini menunjukkan bahwa Kompetensi organisasi dan Kualitas teknologi berhubungan positif terhadap Perceived Ease of Use dimana Perceived Ease of Use berhubungan secara signifikan terhadap Perceived Usefulness dan Consensus on Appropriation yang berhubungan dengan Organizational Intention. Selanjutnya, Kompetensi personal berhubungan positif dengan Perceived Usefulness dimana Perceived Usefulness berhubungan signifikan terhadap Individual Intention. Sedangkan untuk Behaviour control, tidak menunjukkan hubungan positif terhadap Perceived Usefulness dan Perceived Ease of Use maupun Individual Intention dan Organizational Intentio

.....In the midst of rapid technological developments, the construction service industry is considered the slowest industry in adopting process and technological innovations in managing its business compared to other industries whose position is even lower than the agricultural sector (Mckinsey, 2017). Currently the digitization of the construction service industry in Indonesia, especially in the use of BIM, has been required by the government through PERMEN PU No. 22/PRT/M/2018 concerning Guidelines for the Construction of State Buildings. This study aims to identify the influence between variables and indicators on TAM which has the greatest influence on technology acceptance within PT XYZ; analyze the relationship between TAM variables perceived ease of use (PEOU), perceived usefulness (PU), consensus on appropriation, individual intention, and organizational intention; and generate strategic recommendations for accelerating the implementation of BIM in order to contribute to improving the performance of the PT XYZ Construction Project. The results of this study indicate that organization competency and technology quality are positively related to Perceived Ease of Use where perceived ease of use is significantly related to perceived usefulness and consensus on appropriation which is related to organizational intention. Furthermore, personal competency is positively related to perceived usefulness where perceived usefulness

is significantly related to individual intention. As for behavior control, it does not show a positive relationship to perceived usefulness and perceived ease of use or individual intention and organizational intention.