

Analisis Pengaruh User Interface Design terhadap Behavioral Intention melalui faktor Technology Acceptance Model sebagai Media Komunikasi Digital pada Learning Management System MyScool = Analysis of Effect of User Interface Design on Behavioral Intention through the Technology Acceptance Model as a Digital Communication Media in the MyScool Learning Management System

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Abstrak

Penelitian ini menelaah mengenai proses komunikasi melalui perantara komputerisasi atau Computer Mediated Communication dengan menggunakan variabel user interface design yang merupakan tampilan dari suatu sistem. Penggunaan sistem teknologi bernama Learning Management System (LMS) MyScool dalam proses belajar merupakan suatu hal yang baru di Indonesia, karenanya menyediakan sistem yang dapat diterima oleh guru dan murid adalah suatu hal yang penting. Penelitian ini juga mengaitkan teori Technology Acceptance Model (TAM) dan faktor didalamnya untuk melihat bagaimana user interface design pada LMS dapat diterima dan mempengaruhi niat berperilaku guru dan siswa untuk belajar online dengan menggunakan LMS MyScool. Penelitian ini dilakukan dengan tujuan mendeskripsikan pengaruh masing-masing elemen dari user interface design, yaitu argument quality, image appeal, navigation design, dan connectedness terhadap niat berperilaku pengguna. Penelitian ini dilakukan dengan pendekatan kuantitatif dengan metode Regresi Linear Sederhana pada guru dan murid di beberapa sekolah di pulau Jawa. Hasil penelitian menunjukkan bahwa secara parsial elemen user interface design dalam LMS MyScool yang berupa argument quality dan navigation design memberikan pengaruh positif terhadap faktor PU dan navigation design memberikan pengaruh positif terhadap faktor PEOU. sedangkan image appeal dan connectedness tidak memberikan pengaruh positif pada PU ataupun PEOU. Namun secara keseluruhan, user interface design dalam LMS MyScool memberikan pengaruh positif terhadap behavioral intention pengguna LMS MyScool.

.....This research examines about communication process that mediated by computer or known as Computer Mediated Communication that focused on user interface design that shown in the system. In Indonesia, it was a something new to using Learning Management System (LMS) in online learning process. Based on that situation, it is important to provide a system that is acceptable for teachers and students. This research using Technology Acceptance Model (TAM) factors to see how User Interface Design inside LMS MyScool will be accepted by user and affecting their behavioral intentions. This research tries to describe about the effect of each element of user interface design to behavioral intention of LMS MyScool's users. Research was conducted by quantitative approach and Simple Linear Regression method to teachers and students on several schools in Java. Results of this research is shown that user interface design elements which is argument quality and navigation design is give an effect to perceived of usefulness and on the other hand navigation design is give an effect to perceived ease of use. Whereas image appeal and connectedness not giving a significant effect neither to PU nor PEOU. But overall, the statistic test result for user interface design in LMS MyScool give a significant effect to behavioral intention.