

ABSTRACT

This study aimed to determine the factors that influence the acceptance and use of BRI Integrated Networks and Information System (BRINETs), which is an online information system owned by Bank BRI using a model widely used in information systems research, namely Technology Acceptance Model (TAM).

The sample in this study were taken by using the data collection method called purposive sampling. The data obtained were analyzed by using PLS (Partial Least Square) analysis technique through the PLS software. The research showed that the experience significantly influence perceived usefulness, but no significant effect on perceived ease of use. Conversely, the complexity effect is not significant to the perceived usefulness but significant effect on perceived ease of use. Perceived ease of use significantly influence perceptions and attitudes towards usage. While the perceived usefulness found either no significant effect on attitudes towards the use of or interests. Furthermore, attitudes toward using construct significantly influence the behavioral intention to use of which in turn significantly influence the actual usage.

Keywords: Technology Acceptance Model (TAM), BRI Integrated Networks and Information System (BRINETs), Partial Least Square (PLS), Attitude Toward Behavior, Behavioral Intention to Use, Experience, Complexity.

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