Analysis of Influential Factors in Acceptance Rate Surabaya Immigration Website with Technology Acceptance Model (TAM) and Method of Structural Equation Modeling (SEM)

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Abstract

In this time application of IT (Information Technology) are the main things that can help an organization in execute business processes. Typically use for public services, because public services need to provide the best quality in public service to society. Use of IT goals to improve the performance of public service to be more effective and efficient. But there are several problems that exist in government website, for example in immigration website class I Surabaya. That problem are lack of public’s willing to use the technology, benefits of these technology can not be felt by public, level of education and knowledge still lacking, lacking the ability to acquire the technology. Because any various types of problems that arise that need to explanation of external variables contained in public that affect the level of public acceptance of immigration website class I Surabaya.

This research goals to analyze factors that affect in level of acceptance of immigration website class I Surabaya. At the beginning of this research conducted by interviewing the information of external factors are included in definition of perceived usefulness (PU) and perceived ease of use (PEOU). This research use of technology acceptance model (TAM) is
perform to determine the conceptual models at the beginning of this research. Next step will be collecting data with questionnaire. The next step is design the structural equation modeling (SEM). After that testing the structural model to get the relationship between the factors that are inside as well as obtain the most significant relationship.

So based on the analysis of these factors can be known relationship between these factors and can be used as recommendation to improvement the immigration website class I Surabaya, because immigration website class I Surabaya as a public service that need to be the best quality of service to the public.

Keywords: immigration website Surabaya, technology acceptance model, structural equation modeling