



Application Rate Of Application Tracking Interests In Using The Technology Acceptance Model In High Schools In Tangerang District

Ahmad Wiryawan¹, Widyo Nugroho²

¹Gunadarma University, Depok, Indonesia, 9752007@student.gunadarma.ac.id

²Gunadarma University, Depok, Indonesia, widyo@staff.gunadarma.ac.id

*Corresponding authors: widyo@staff.gunadarma.ac.id

Abstract: Interest Searching application is an application to track students' interest in subjects at the high school level in the context of mapping students in high school majors. Websheet-based application from an education consultant, namely CV. Budiwijaya Consultants. This application research was conducted at SMAN Tangerang district as a sample. This study uses the TAM (Technology Acceptance Model) approach model, while the analysis uses Structural Equation Modeling (SEM) analysis with maximum likelihood (ML) estimation, through the AMOS program, of the five variables tested, there is one exogenous variable, namely application features, and four variables. endogenous variables, namely, PU, PEOU, ATU and BITU after being analyzed and adjusting the model as necessary in order to get a good fit model. perceived usefulness (PU), there is also a significant effect on perceived convenience (PU) on user behavior (ATU) as well as on the variable (ATU) against (BITU) having a significant value, while the contribution effect (PEOU) on (PU), and on (PU) to (ATU) is not significant, from the results of this study it can be concluded that the specialization application has sufficient acceptance. significant up on several variable relationships in the model developed by researchers although it still requires continuous development, so that it is more accepted by users as educational support applications.

Keywords: Interest Searching, Applications, TAM.

INTRODUCTION

Communication is a means for someone to communicate in conveying an idea, idea, view, or opinion to others (Tarigan 1983), with the aim of mutual understanding between the two parties about the message that has been conveyed.

Media Communication has adequate power as stated by Elizabeth M. Perse in her journal entitled Media Effects, Strength of, Explaining that research has provided significant and consistent evidence that media communication has a real and meaningful effect, he

continued that the effect of communication the mass may be small to moderate, but certainly significant enough to produce tangible results. (Elizabeth M. 2001)

The presence of artificial intelligence machines has led to rapid growth in communication. (Richard L. Lanigan, 2013), meaning that technological advances bring advances in communication and greatly impact the order of human life as well as the world of education.

In the world of Media Education, which is used to conduct assessments can use media sharing, the use of computer-based assessments is considered more effective, especially during the recent corona pandemic. McKenna stated that computer-assisted assessment (CAA) has considerable potential to lighten the burden of assessment and provide an innovative and powerful assessment mode (Brown et al., 1997; Bull & McKenna, 2004) Interest Search Application developed by an educational consultant named CV. Budiwijaya Consultants. The digital-based interest search application is an effort and facility so that students can find their best potential to achieve the optimum development of their natural talents and interests.

Assessments are usually carried out by guidance and counseling teachers when placing students into specialization programs. usually, the education unit collaborates with psychological tracking services to determine the level of intelligence, talents, and interests of prospective new students, so that the School Counseling Guidance teacher can help determine an accurate specialization for new students, as well as recommend them to specialization classes that are right for them, in the new student admissions program (PPDB) the school has a schedule that has been set by the provincial education office, both the PPDB socialization schedule, registration, MPLS, and placement. This raises the need for accuracy of search results and fast time in processing specialization data, so it becomes a classic problem that the results of interest searches carried out using the paper-based method take a long time, while schools need the data faster.

The Technology Acceptance Model (TAM) introduced by Fred Davis is used by researchers in analyzing the acceptance rate of a specialization search application developed by Consultant Budiwijaya. The TAM research was developed by Daves from previous research, namely the Theory of Reasoned Action (TRA), research on the acceptance and use of information technology, but TAM combines TRA research theory with the theory of planned behavior (TPB) and attitude theory which examines user attitudes towards the technology used is actual system usage, user attitudes, and performance impact. (Davis 1980, 8)

TAM is considered more comprehensive, covering various research theories that were initially separated into one research package, TAM research can reveal several important variables about technology acceptance at once such as perceived usefulness (POU), perceived usefulness: the extent to which an individual believes that using a particular system will improve job performance. Perceived Ease of Use is the extent to which a person believes that using a particular system will be free from excessive physical and mental effort. which in turn will have an impact on attitudes (ATT) and usage behavior (USE), so this research is considered capable of revealing more about technology acceptance than research with the previous paradigm.

Since this research was introduced by Davis in 1986, research and discussion of this theory have increased rapidly along with the increasingly widespread use of technology in human life in modern times, both in the form of journals and articles related to TAM, and this TAM research has been implemented in several the world's great technology (Mainatul Ilmi, 2020, 443). In a study entitled the acceptance rate of interest tracking applications using the TAM Model throughout the Tangerang District.

LITERATURE REVIEW

In order to understand clearly this research which discusses the Technology Acceptance Model (TAM) introduced by Fred Davis, the researcher conducted a literature review and analyzed previous research that is important to present here to support the research that is well established in this study. TAM research was developed by Daves from previous research, namely the Theory of Reasoned Action (TRA), research on the acceptance and use of information technology, but TAM combines TRA research theory with the Theory of Planned Behavior (TPB) and Attitude Theory studied about user attitudes toward Technologies used such as actual system usage, user attitude, and performance impact. (Venkatesh, V. and Davis, F.D. 2000, p. 186)

For a more comprehensive TAM research, various research theories were combined into one research package. Through TAM research, it can reveal several important variables about technology acceptance at once, such as Perceived Usefulness (POU) and Perceived Weaknesses. Perceived Weaknesses refer to the extent to which an individual believes that using the system is certain to improve job performance. Perceived Ease of Use (PEOU) refers to how effortless an individual perceives it to be when using a specific system, both mentally and physically. This research can reveal more about Technology Acceptance compared to previous paradigms, as it affects Attitudes (ATT) and Usage Behavior (USE).

Since Davis introduced this theory in 1986, research and discussions have increased rapidly with the widespread use of technology in modern times. TAM research has been implemented in various technologies, and journals and articles related to TAM have been published worldwide. (Mainatul Ilmi, 2020, p. 443)

METHOD

When conducting research, it involves an organized investigation to gather facts and determine something. (Sandu Siyoto, 2015, 4), For this research to be accountable, a scientific approach and method are necessary. (Margono, 2007), This research utilizes the Technology Acceptance Model (TAM) approach popularized by Davis to predict technology acceptance. (Venkatesh, V. and Davis, F.D, 2000, pp 187).

This statistical analysis technique known as Structural Equation Modeling (SEM) is used to examine the relationship between variables in a multi-variant model consisting of independent (exogenous) and dependent (endogenous) variables. (Haryono, 2012. p .6).

In this study, researchers used quantitative methods within the Positivism Paradigm to objectively examine the acceptance model of technology and test their hypotheses using data-oriented research results.

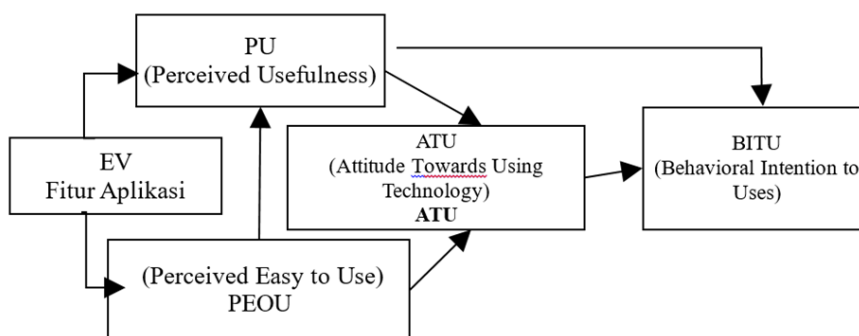
The researchers used a questionnaire, interviews, and observations to gather data from 11th-grade students at SMAN in Tangerang Regency. The study focused on the use of a Websheet-based Student Interest Application.

The study population consisted of 33,422 students from public high schools in Tangerang district, Banten province for the academic year 2022/2023 according to data released by the Banten Province Education and Culture Office.

According to the Slovin formula, the study will require 396 respondents from various public schools in Tangerang Regency after rounding up from the calculation result of 395.15. Questionnaires are distributed using Google Forms to each school during the pandemic (Arikunto,2006 p.130)

Researchers use the AMOS application for analyzing SEM, which is a statistical technique allowing simultaneous testing of complex relationships according to Ferdinad in Putu Ayu. (Putu Ayu 2016; p. 7) Structural Equation Modeling is a second-generation technique for analyzing multiple variables. It helps to examine relationships between

complex variables to get a comprehensive picture of the overall model of the relationship. (Haryono, 2012,p.21).



Source: Picture of Research
Picture 1. Theoretical Framework Model

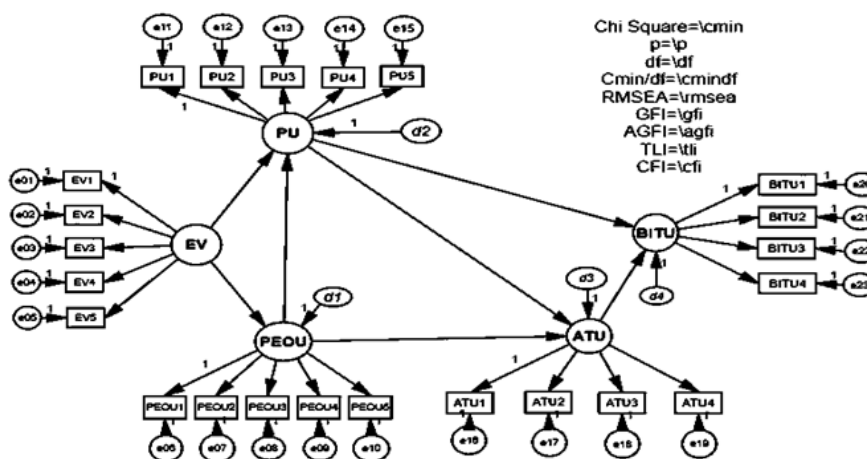
RESULT AND DISCUSSION

This study aims to explain the level of acceptance of interest tracing applications using the Technology Acceptance Model (TAM) in the Tangerang Regency.

Respondents in Tangerang Regency used the Technology Acceptance Model (TAM) to explain their level of interest in the application. Scores ranged from 1 (strongly disagree) to 5 (strongly agree)

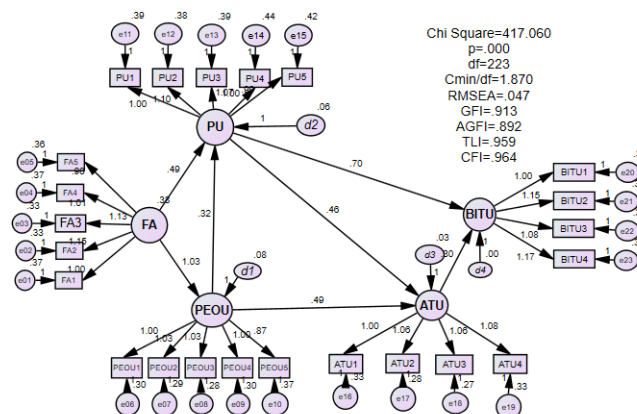
The research problem or hypothesis previously formulated must be answered by calculating the Structural Equation Model (SEM) using AMOS 22 software.

The next step is to determine the causal relationship using a path diagram. This involves compiling a model by connecting exogenous and endogenous latent constructs and determining the model path that connects these constructs with indicator or manifest variables in the model..



Source: Picture of Research
Picture 2. Research TAM Model

Validity and reliability tests are used to analyze indicators with a loading factor value > 0.5 and a p-value < 0.5. These indicators are eliminated from the model if they fail the standard. Confirmatory factor analysis (CFA) is used to carry out the test, and the validity can be seen in the following figure.



Source: Picture of Research
Picture 3. Measurement Result Model

The convergent validity test displays the level of factor loading values. Each variable's indicators are considered valid if the loading factor value is > 0.4 (Hair et al., 2014). The table below shows the results of the convergent validity analysis.

Table 1. Analysis of Construct Reliability and Variance Extracted

| Construct | Indicator | Standard Loading | Standard Loading2 | 1-Standard Loading2 | Reliability Construct | Variance Extracted |
|-----------|-----------|------------------|-------------------|---------------------|-----------------------|--------------------|
| FA1 | <--- FA | 0.711 | 0.506 | 0.494 | | |
| FA2 | <--- FA | 0.777 | 0.604 | 0.396 | | |
| FA3 | <--- FA | 0.773 | 0.598 | 0.402 | | |
| FA4 | <--- FA | 0.71 | 0.504 | 0.496 | | |
| FA5 | <--- FA | 0.708 | 0.501 | 0.499 | | |
| Σ | | 3.679 | 2.712 | 2.288 | 0.855 | 0.5424 |
| PEOU1 | <--- PEOU | 0.784 | 0.615 | 0.385 | | |
| PEOU2 | <--- PEOU | 0.797 | 0.635 | 0.365 | | |
| PEOU3 | <--- PEOU | 0.801 | 0.642 | 0.358 | | |
| PEOU4 | <--- PEOU | 0.783 | 0.613 | 0.387 | | |
| PEOU5 | <--- PEOU | 0.706 | 0.498 | 0.502 | | |
| Σ | | 3.871 | 3.003 | 1.997 | 0.882 | 0.6006 |
| PU1 | <--- PU | 0.67 | 0.449 | 0.551 | | |
| PU2 | <--- PU | 0.711 | 0.506 | 0.494 | | |
| PU3 | <--- PU | 0.697 | 0.486 | 0.514 | | |
| PU4 | <--- PU | 0.647 | 0.419 | 0.581 | | |
| PU5 | <--- PU | 0.655 | 0.429 | 0.571 | | |
| Σ | | 3.380 | 2.288 | 2.712 | 0.808 | 0.4576 |
| ATU1 | <--- ATU | 0.728 | 0.530 | 0.470 | | |
| ATU2 | <--- ATU | 0.771 | 0.594 | 0.406 | | |
| ATU3 | <--- ATU | 0.775 | 0.601 | 0.399 | | |
| ATU4 | <--- ATU | 0.751 | 0.564 | 0.436 | | |
| Σ | | 6.405 | 2.289 | 1.711 | 0.960 | 0.5723 |
| BITU1 | <--- BITU | 0.669 | 0.448 | 0.552 | | |
| BITU2 | <--- BITU | 0.727 | 0.529 | 0.471 | | |
| BITU3 | <--- BITU | 0.709 | 0.503 | 0.497 | | |
| BITU4 | <--- BITU | 0.73 | 0.533 | 0.467 | | |
| Σ | | 9.240 | 2.012 | 1.988 | 0.977 | 0.5029 |

Source: Data of Research

In the table above, the loading factor calculated by CR is above 0.7. Therefore, each item is valid, and the convergent test passes.

Table 2. Convergent Test Regression Weights: (Group number 1 - Default model)

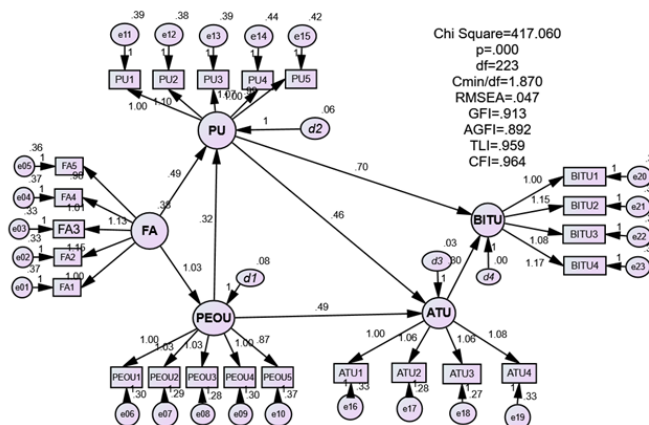
| | | | Estimate | S.E. | C.R. | P | Label |
|-------|------|------|----------|------|--------|-----|--------|
| PU2 | <--- | PU | 1.103 | .087 | 12.665 | *** | par_1 |
| PU3 | <--- | PU | 1.067 | .085 | 12.506 | *** | par_2 |
| FA5 | <--- | FA | .983 | .074 | 13.294 | *** | par_3 |
| FA4 | <--- | FA | 1.007 | .075 | 13.472 | *** | par_4 |
| FA2 | <--- | FA | 1.147 | .078 | 14.733 | *** | par_5 |
| FA1 | <--- | FA | 1.000 | | | | |
| PEOU5 | <--- | PEOU | .872 | .058 | 14.920 | *** | par_6 |
| PEOU4 | <--- | PEOU | 1.012 | .060 | 16.812 | *** | par_7 |
| PEOU3 | <--- | PEOU | 1.028 | .059 | 17.415 | *** | par_8 |
| PEOU2 | <--- | PEOU | 1.028 | .059 | 17.297 | *** | par_9 |
| BITU1 | <--- | BITU | 1.000 | | | | |
| BITU2 | <--- | BITU | 1.149 | .087 | 13.199 | *** | par_10 |
| BITU3 | <--- | BITU | 1.085 | .084 | 12.982 | *** | par_11 |
| BITU4 | <--- | BITU | 1.172 | .088 | 13.287 | *** | par_12 |
| ATU4 | <--- | ATU | 1.076 | .073 | 14.727 | *** | par_13 |
| ATU2 | <--- | ATU | 1.060 | .070 | 15.196 | *** | par_14 |
| PU4 | <--- | PU | 1.006 | .086 | 11.724 | *** | par_22 |
| PU5 | <--- | PU | .993 | .084 | 11.821 | *** | par_23 |
| FA3 | <--- | FA | 1.136 | .078 | 14.518 | *** | par_24 |
| ATU3 | <--- | ATU | 1.045 | .069 | 15.196 | *** | par_25 |
| PU1 | <--- | PU | 1.000 | | | | |
| PEOU1 | <--- | PEOU | 1.000 | | | | |
| ATU1 | <--- | ATU | 1.000 | | | | |

Source: Data of Research

It can be seen from the table above that all conditions have been met since the CR value is already greater than 1.96 with a probability of less than 0.05. Therefore, the CFA test or contraction test is appropriate

For the confirmatory model, the Goodness of Fit Index (GOFI) was divided into three types of criteria: absolute fit indices, incremental fit indices, and parsimony fit indices. Of the 23 GOFI criteria, SEM-Amos analysis only requires 4-5 criteria to be met, representing each type. This study used 2 criteria from each type of GOFI: GFI and RMSEA for absolute fit indices, CFI and TLI for incremental fit indices, and PGFI and PNFI for parsimony fit indices

Here are the findings from the confirmatory analysis:



Source: Picture of Research
Picture 4. Model Fit Summary

Table 3. CMIN

| Model | NPAR | CMIN | DF | P | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model | 53 | 417.060 | 223 | .000 | 1.870 |
| Saturated model | 276 | .000 | 0 | | |
| Independence model | 23 | 5637.895 | 253 | .000 | 22.284 |

Source: Picture of Research

Based on the CMIN table, the Chi-Square test yielded a minimum value of 417,060 with 223 degrees of freedom and a p-value of .0000. This indicates that the model is suitable for the research sample population, with a corresponding difference value of 417,060. The CMIN/DF value of 1,870 indicates an acceptable fit between the hypothesis and the data, with an evidence value of 417,060 and a P-value of 0.000.

Tabel 4. RMR, GFI

| Model | RMR | GFI | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model | .024 | .913 | .892 | .738 |
| Saturated model | .000 | 1.000 | | |
| Independence model | .362 | .154 | .077 | .141 |

Source: Data of Research

According to the table, the GFI value is 0.913 and the AGFI value is 0.892. The GFI value indicates the model fit, with a higher value indicating a better fit. The AGFI value has good suitability because it is above 0.95.

Tabel 5. Baseline Comparisons

| Model | NFI | RFI | IFI | TLI | CFI |
|--------------------|--------|------|--------|------|-------|
| | Delta1 | rho1 | Delta2 | rho2 | |
| Default model | .926 | .916 | .964 | .959 | .964 |
| Saturated model | 1.000 | | 1.000 | | 1.000 |
| Independence model | .000 | .000 | .000 | .000 | .000 |

Source: Data of Research

TLI, also known as Non-Normed Fit Index (NNFI), compares the model being tested with the baseline model. An acceptable model has TLI index testing criteria of ≥ 0.95 , with a value close to 1 indicating a very good model. The TLI index test results in the table above are 0.959, which represents a suitable value for the model being tested.

The Comparative Fit Index (CFI) is 0.964, indicating a very good fit in the structural model of this study.

Tabel 6. RMSEA

| Model | R | L | I | PC |
|--------------------|------|------|------|------|
| | MSEA | O 90 | I 90 | LOSE |
| Default model | .047 | .040 | .054 | .76 |
| Independence model | .2 | .227 | .237 | .00 |

Source: Data of Research

RMSEA (The Root Mean Square Error Approximation) is an index used to compress the statistical chi-square in large samples, whereby an RMSEA value of around 0.05 or less will indicate a close fit to the model in terms of degrees of freedom (Browne and Cudeck, 1993). From the results of the RMSA calculation, the value is 0.047, which means that it has a

suitable value. With a confidence level of around 90 percent, the population RMSEA for this model is between 0.040 and 0.054

The complete SEM Model output in this study is as follows:

Table 7. Output Full Model

| The goodness of fit index | Cut-off Value | Estimated | Description |
|---------------------------|------------------|-----------|-------------|
| Chi-square (χ^2) | Diharapkan kecil | 417.060 | Margin |
| Significance probability | $\geq 0,05$ | 0,00 | Good |
| RMSEA | $\leq 0,08$ | 0,047 | Good |
| GFI | $\geq 0,90$ | 0,913 | Good |
| AGFI | $\geq 0,90$ | 0,892 | Margin |
| TLI | $\geq 0,95$ | 0,959 | Good |
| CFI | $\geq 0,95$ | 0,964 | Good |

Source: Data of Research

Impact of application features on perceived ease of use in specialized high school apps in Tangerang district

The testing of the authors' hypothesis indicates that there is a significant correlation between specialized application features and perceived user convenience. The factor loading value of the relationship between application features and perceived ease of use is 1.025 with $P = ***$ significant. This implies that the better the features presented in the specialized application, the greater the user's perception of ease of use in high school specialization in the Tangerang district.

The impact of application features on the perceived usefulness of specialized applications

The results of calculations about the relationship between application features (features) have a positive influence on attitudes toward perceived usefulness in the use of specialization applications. According to data analysis, the loading factor is 0.491 and the P-value is $***$. These results indicate that the app's features significantly enhance the perceived usefulness of specialization applications at SMAN Tangerang.

The effect of perceived ease of use on perceived usefulness in the use of specialization applications

In this study, the authors examined the impact of perceived ease of use on perceived usefulness of the Specialization Application. The research calculated a loading factor of 0.325 with $P\text{-value}=0.02$, indicating a significant positive effect of PEOU on perceived usefulness. It can be said that the more user-friendly the application, the more useful it will be.

The impact of perceived usefulness on attitudes toward using specialized applications

To what extent perceived usefulness has a positive influence on attitudes toward using in the use of specialization applications, it can be seen from the results of the study where

there is an overlapping factor of the influence of PU on ATU is 0.457 with a P-value = <0.001 . So it can be concluded that the higher the perception of the usefulness of an application, will increase one's attitude and behavior towards the use of specialization applications in public high schools in the Tangerang district.

The effect of perceived ease of use on attitudes towards behavior (Attitude Towards Using) in the use of specialization applications

How perceived ease of use has a positive influence on attitudes towards using in the use of the application of interest, can be seen from the loading factor value, which is 0.494, and the value of $P=***$, which can be categorized as having a positive influence so that one's perception of the ease with which a specialization application has a positive influence on the behavior and attitudes of the Specialization Application at SMA Negeri Tangerang district

The effect of perceived usefulness on behavioral intention to use technology (Behavioral Intention To Use) in the use of specialization applications

To what extent does perceived usefulness have a positive influence on behavioral intention to use technology in the use of specialization applications? It can be seen from the loading factor value, namely the number 0.494 and the value $P = ***$, from this data it can be concluded that there is a positive influence between the perception of one's use of specialization applications on one's interests and behavior in using a technology product, which in this study is an Application for Specialization in Public High Schools in the Tangerang Regency

The influence of Attitude Towards Using behavior on behavioral intentions of using technology (Behavioral Intention To Use) in the use of specialization applications

In this study, the loading factor value between the attitude of use towards interest and the behavior of using the application of interest is 0.296, so it can be concluded that the influence of attitude of use has a fairly good influence on the attitude of the intention to use technology (behavioral intention to use) in the use of specialization applications.

Overall Model Explanation

From the research conducted, the validity test results were obtained from each variable that met the research requirements where the construct reliability value was > 0.7 and the variance extracted value was > 0.5 , (Table 4.2), while the convergent test results are calculated in Table 4.3 the CR value is above 1.96 with a probability value below 0.005 so it can be concluded that the test is appropriate.

And in the normality test the univariate CR values are in the range of ± 2.58 , which means that they are considered to have a normal distribution even though the multivariate normality test has not fulfilled it, while in the Otlter test shown in Table 4.9 the Mahalanobis distance does not find a value that exceeds the value of 417,060, so the authors conclude that there are no outliers. The confirmatory analysis is used to test the concept that is built using several measurable indicators to obtain values that are in accordance with the criteria.

The loading factor value of the FA to PEOU relationship obtained a value of 1.025 with $P = ***$ significant, also the FA value to PU obtained a loading factor value of 0.491 with a significant P-value, for the level of influence of PEOU on PU obtained a loading factor value of 0.325 with a significant value $P = .002$ which has a significant effect. Also, the level of influence of PEOU on ATU has a Loading Factor value of 0.494 with a P-value = $***$, while the PU variable on ATU has a loading factor value of 0.457 and a P-value = $***$ which is significant. for the PU variable on BITU, a Loading Factor value of 0.976 is obtained with a value of $P = ***$, while for the influence of the PU variable on BITU, a Loading Factor value

is obtained of 0.697 and a P-value = ***, so it can be concluded that the most prominent level of influence is on Variable models FA to PEOU and PU to BITU.

Hypothesis Testing

The next analysis is the analysis of the full Structural Equation Model (SEM) to test the hypotheses developed in this study. The results of the regression weight test in this study are as follows:

Tabel 8. Hypothesis Testing Regression Weights: (Group number 1 - Default model)

| | | | Estimate | S.E. | C.R. | P | Label |
|------|------|------|----------|------|--------|------|--------|
| PEOU | <--- | FA | 1.025 | .075 | 13.638 | *** | par_16 |
| PU | <--- | FA | .491 | .119 | 4.122 | *** | par_15 |
| ATU | <--- | PU | .457 | .109 | 4.181 | *** | par_17 |
| ATU | <--- | PEOU | .494 | .089 | 5.565 | *** | par_18 |
| BITU | <--- | ATU | .296 | .139 | 2.138 | .033 | par_19 |
| BITU | <--- | PU | .697 | .159 | 4.389 | *** | par_21 |

Source: Picture of Research

CONCLUSION

Factors influencing acceptance of specialization applications at public high schools in the Tangerang district were identified through empirical analysis. factors that influence acceptance of specialization applications, Application features (content) have a significant positive effect on the perceived ease of use of specialization applications.

Application features (content) have a significant positive effect on attitudes towards perceived usefulness in the use of specialization applications,. Perceived ease of use has a significant positive effect on perceived usefulness in the use of specialization applications. Perceived usefulness has a significant positive effect on behavior (attitude to use) in the use of specialization applications. Perceived ease of use has a significant positive effect on behavior (attitude towards use) in the use of specialization applications behavior (attitude towards use) has a significant positive influence on behavior using technology (use behavior) in the use of specialization applications. Perceived attitude to use has a significant positive effect on behavior using technology in the use of specialization applications.

From the results of the research this application requires ongoing development so that it can be more accepted by its users, The Request application is relatively new in the world of education, where students usually receive paper-based assessments. The Interest application has not been integrated with the School Assessment system, such as ANBK or School Online Exams.

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