

THESIS



**ANALYSIS TAM (TECHNOLOGY ACCEPTANCE MODEL) OF
MOBILE INTERNET (M-INTERNET) USERS
(Case Study: Economics Faculty Students in Andalas University)**

*Proposed to fulfill partial requirement for the bachelor degree
in management department*

By

ANNA MARINA

05.152.051

MANAGEMENT DEPARTMENT

ECONOMICS FACULTY

ANDALAS UNIVERSITY

PADANG

MARCH, 2010



No. Alumni Universitas : Anna Marina No. Alumni Fakultas :

a) Tempat / Tanggal Lahir : Padang / 10 Juli 1986 b) Nama Orang Tua : H. Jenawir B.Ac dan Hj. Maryunis B.Ac c) Fakultas : Ekonomi d) Jurusan : Manajemen e) No.BP : 05 152 051 f) Tanggal Lulus : 31 Maret 2010 g) Predikat Lulus : Sangat Memuaskan h) IPK : 3,06 i) Lama Studi: 4,5 tahun j) Alamat Orang Tua : Komplek Cimpago Permai Blok D No. 6 Kel. Koto Lua Kec. Pauh, Padang, Sumatera Barat.

ANALYSIS TAM (TECHNOLOGY ACCEPTANCE MODEL) OF MOBILE INTERNET (M-INTERNET) USERS (Case Study: Economics Faculty Students in Andalas University)

*Thesis By: Anna Marina
Thesis Supervisor: DR. Vera Pujani, SE, M.Tech*

ABSTRACT

The objective of this research is to evaluate the M-internet users (college students) with TAM method with direct or indirect influences in Economics Faculty, Andalas University. This research has been conducted for 4 months from December 2009 to March 2010. The population of this survey comprised the students of Economics Faculty in Andalas university. There are 5 variables in this research, they are: Attitude toward M-internet, Intention to use M-internet, Perceived usefulness, Perceived ease of use, and Perceived playfulness. Then the data obtained from respondents are analyzed by using SPSS and PLS (Partial Least Square). Based on the result, it is found out that the reliability and the validity supported of TAM instrument for analyze M-Internet acceptance. As expected, the relationships between PEU, PU, PPF, ATT, and ITU were positive, which was consistent with prior TAM research showing that TAM is a good model for evaluating intention and actual use of IT. The two unexpected finding were the path of Perceived Playfulness (PPF)- Attitude (ATT) and Perceived Usefulness (PU)- Intention to use (ITU), which were not supported in this research.

*Skripsi ini telah dipertahankan di depan sidang penguji dan dinyatakan lulus pada tanggal 31 Maret 2010.
Abstrak ini telah disetujui oleh pembimbing dan penguji :*

| | | | |
|-----------|---|--|---|
| Signature | 1  | 2  | 3  |
| Name | DR. Vera Pujani, SE, M.Tech | DR. Hari Amali Rivai, SE, M.Si | DR. Yulia Hendri Yeni, SE, M.Si |

Mengetahui,
Ketua Jurusan Manajemen

Dr. Hari Amali Rivai, SE, M.Si
NIP. 197110221997011001


Tanda Tangan

Alumnus telah mendaftar ke Fakultas / Universitas dan mendapat Nomor Alumnus :

| | | Petugas Fakultas / Universitas | |
|--------------------------|---|--------------------------------|--------------|
| No. Alumni Fakultas : | : | Nama | Tanda Tangan |
| No. Alumni Universitas : | : | Nama | Tanda Tangan |

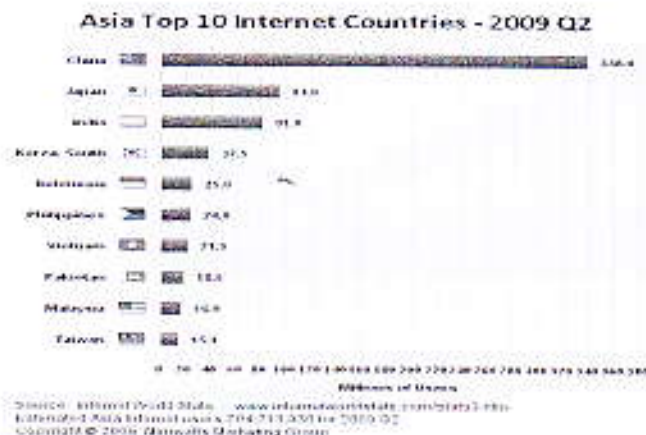
CHAPTER I

INTRODUCTION

1.1. Background of The Research

Internet spreads globally now. It has provided an effective way of delivering information and services to millions of users who are connected to wire network. The Internet is allowing greater flexibility in working hours and location, especially with the spread of unmetered high-speed connections and web applications. The Internet can now be accessed almost anywhere by numerous means, especially through mobile Internet devices. Mobile phones, datacards, handheld game consoles and cellular routers allow users to connect to the Internet from anywhere there is a wireless network supporting that device's technology. Within the limitations imposed by small screens and other limited facilities of such pocket-sized devices, services of the Internet, including email and the web, may be available. Service providers may restrict the services offered and wireless data transmission charges may be significantly higher than other access methods (wikipedia).

Figure 1.1



From the statistic above, the users of internet in Indonesia are 25 million people on the fifth rank after China, Japan, India, and South Korea (Asia Top 10 Internet Countries). However the users of internet in the world are 1,733,993,741 (Internet Usage and World Population Statistics are for September 30, 2009.)

Figure 1.2

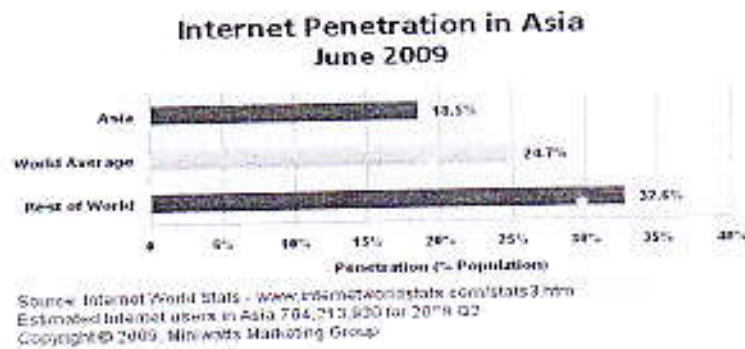
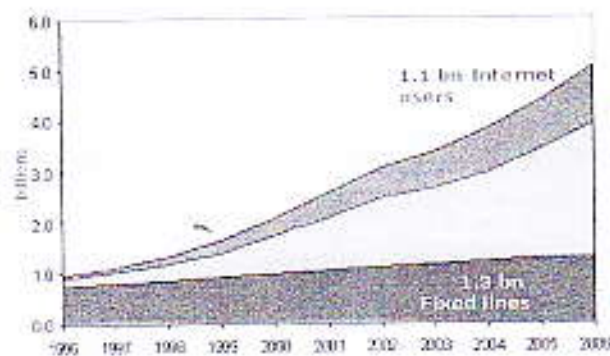


Figure 1.3



Figure 1.4

Global statistics on fixed line, mobile and internet users



Source: ITU's World Telecommunication and ICT Indicators Database

CHAPTER V

CONCLUSIONS, IMPLICATION, AND LIMITATION

In this chapter will explain the conclusions, limitation of study and the recommendations.

5.1. Conclusions

This research using five variables of TAM :

1. Perceived Usefulness (PU), (independent variable)
2. Perceived Easy to Use (PEU), (independent variable)
3. Perceived Playfulness (PPF), (independent variable)
4. Attitude (ATT), (intervening variable)
5. Intention to use (ITU). (depending variable)

The respondents are Economics Faculty students of Andalas University, with 200 questionnaires were spreaded, but just 170 were returned, and nine were excluded from the completed one, so the respondents were 161. Data was proceeded by using *SPSS 15.00 for Windows and SmartPLS*.

The reliability and the validity supported of TAM instrument for analyze M-Internet acceptance. As expected, the relationships between PEU, PU, PPF, ATT, and ITU were positive, which was consistent with prior TAM research showing that TAM is a good model for evaluating intention and actual use of IT.

REFERENCES

- Alahuhta, P., Jurvansuu, M. and Penttinen, H. (2004), "Roadmap for network technologies and services", Technology Review 162/2004, Tekes, Helsinki, ISBN 952-457-176-5.
- Anderson, P. and Tushman, M. (1990), "Technological discontinuities and dominant designs: a cyclical model of technological change", *Administrative Science Quarterly*, Vol. 35 No. 4, pp. 604-33.
- Author 1. (2010). Mobile Web [On-line] Available
http://en.wikipedia.org/wiki/Mobile_internet
- Author 2.(2009). Mobile Internet Growth [On-line] Available
http://en.wikipedia.org/wiki/Mobile_Internet_growth
- Bhattacharjee, A., (2001). Understanding information systems continuance: an expectation-confirmation model. *MIS Quarterly*. 25 (3) 351-370.
- Chung, J., & Tan, F.B. (2003). Antecedents of perceived playfulness: an exploratory study on user acceptance of general information-searching websites. *Information and Management, Elsevier*, 41, 869-881.
- Chuttur, M.Y. (2009). "Overview of the Technology Acceptance Model: Origins, Developments and Future Directions," Indiana University, USA . *Sprouts: Working Papers on Information Systems*, 9(37). <http://sprouts.aisnet.org/9-37>
- Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13 (3), 319-340.
- Davis, F.D., Bagozzi, R.P., & Warshaw, P.R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management Science*, 35 (8) 982-1003.
- Dewanto, T.N. (2009). Era Mobile Internet, Apa konsekuensinya Bagi Marketer? [On-line] Available <http://www.virtual.co.id/blog/online-behavior/era-mobile-internet-apa-konsekuensinya-bagi-marketer/>
- Flow, M. Csikszentmihalyi. (1990). *The Psychology of Optimal Experience*, Harper & Row, New York.