

RINGKASAN

Penelitian ini berjudul Implementasi Model Penerimaan Teknologi Terhadap Aplikasi Mobile Photography Adobe Lightroom. Subjek dalam penelitian ini adalah peserta Aplikasi Mobile Photography Adobe Lightroom Purwokerto. Siapa saja yang pernah bertemu dan menggunakan Aplikasi Adobe Lightroom Mobile Photography di Purwokerto. Metodologi pengumpulan data yang diterapkan dalam penelitian ini adalah teknik polling atau kuesioner secara langsung atau melalui google form. Pengujian hipotesis menggunakan software PLS yang disebut Smart PLS 3.0, pengujian hipotesis juga dapat dilakukan dengan melihat hasil koefisien jalur atau inner model yang menunjukkan t-statistik.

Hasil analisis uji t diketahui bahwa nilai t statistik variabel Perceived Usefulness pada Attitude sebesar 2,458 dengan nilai p value 0,014, nilai t variabel Perceived Ease of Use pada Attitude sebesar 3,850 dengan p value sebesar 0,000, Nilai t variabel Perceived Enjoyment pada sikap sebesar 3,800 dengan p value 0,000, dan p value kurang dari 0,05 dengan arah positif, maka dapat disimpulkan bahwa persepsi manfaat, kenikmatan yang dirasakan, kemudahan penggunaan berpengaruh positif terhadap sikap. , sehingga hipotesis penelitian diterima. Berdasarkan analisis uji-t diketahui bahwa nilai t statistik variabel sikap terhadap Continuance Intention adalah sebesar 7,697 dengan p value sebesar 0,000. dengan arah positif maka dapat disimpulkan bahwa sikap berpengaruh positif terhadap Continuance Intention. Hal ini menunjukkan bahwa semakin baik sikap maka semakin tinggi Continuance Intention, sehingga hipotesis keempat diterima. Kesimpulan penelitian ini adalah persepsi kegunaan, persepsi kemudahan penggunaan, dan persepsi kenikmatan berpengaruh positif terhadap sikap pengguna terhadap Adobe Lightroom. Attitude berpengaruh positif terhadap continuance intention pengguna menggunakan Adobe Lightroom.

Key word : perceived usefulness, perceived enjoyment, perceived ease, attitude, continuance Intention

SUMMARY

*This research is entitled *The Implementation Of Technology Acceptance Model Towards Mobile Photography Application Adobe Lightroom*. The subjects in this research were Purwokerto Adobe Lightroom Mobile Photography App participants. Anyone who met and used the Adobe Lightroom Mobile Photography Application in Purwokerto. The data collection methodology applied in this study is a poll or questionnaire technique directly or through google form. Hypothesis testing use PLS software called Smart PLS 3.0, hypothesis testing can also be done by looking at the results of the path coefficient or inner model which shows the t-statistic.*

The results of the t-test analysis it is known that the statistical t value of the Perceived Usefulness variable on Attitude is 2.458 with a p value of 0.014, t value of the Perceived Ease of Use variable on Attitude is 3,850 with a p value of 0.000, t value of the Perceived Enjoyment variable on attitude is 3,800 with a p value of 0.000, and a p value of less than 0.05 with a positive direction, it can be concluded that perceived usefulness, perceived enjoyment, perceived ease of use has a positive effect on attitude, so the hypothesis research is accepted. Based of the t-test analysis, it is known that the statistical t value of the attitude variable to Continuance Intention is 7,697 with a p value of 0.000. with a positive direction, it can be concluded that attitude has a positive effect on Continuance Intention. This shows that the better the attitude, the higher the Continuance Intention, so that the fourth hypothesis is accepted. Conclusion of research is perceived usefulness, Perceived ease of use, and perceived enjoyment have positive effect on user's attitude towards Adobe Lightroom. Attitude has a positive effect on user's continuance intention use Adobe Lightroom.

Key word : *perceived usefulness, perceived enjoyment, perceived ease, attitude, continuance Intention*