

Analysis of Factors Affecting Website Usage at PT. XYZ

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Abstrak

Kebutuhan masyarakat akan informasi sangat tinggi, hal ini diikuti dengan perkembangan teknologi yang mempengaruhi cara mengakses website sebagai media informasi. Apalagi saat ini akses internet untuk mendapatkan informasi dapat dilakukan dimana saja dan kapan saja melalui perangkat yang selalu terkoneksi. Dengan perkembangan teknologi yang semakin pesat akibat pandemi, banyak perusahaan yang memperbaiki sistem website mereka. Sebagai perusahaan yang bergerak di bidang sumber daya manusia, PT. XYZ memiliki website yang saat ini bertujuan untuk menyebarkan informasi terkait sumber daya manusia dan informasi lainnya. Namun penggunaan PT. XYZ menurun. Penelitian ini menggunakan Technology Acceptance Model (TAM) dan didistribusikan kepada pengguna PT. XYZ dengan pendekatan kuantitatif. Data yang diterima sebanyak 382 responden. Penelitian ini bertujuan pada PT. XYZ dapat mengetahui faktor-faktor utama yang dapat mempengaruhi jumlah Website-Usage dan dapat mengevaluasi kembali websitenya agar memiliki kinerja yang lebih baik.

Kata Kunci: TAM, Analisis Faktor, Faktor yang Mempengaruhi, Situs Sumber Daya Manusia

Abstract

People's need for information is very high, this is followed by technological developments that affect how to access websites as an information medium. Especially now, internet access for information can be done anywhere and anytime through devices that are always connected. With the development of technology that has accelerated due to the pandemic, many companies are improving the system of their websites. As a company engaged in the field of human resources, PT. XYZ has a website that currently aims to disseminate information related to human resources and other information. However, the use of the PT. XYZ is declining. The research uses the Technology Acceptance Model (TAM) and distributed to users of the PT. XYZ with a quantitative approach. The data received are 382 respondents. This study aims at PT. XYZ can find out the main factors that can affect the amount of Website-Usage and can reevaluate its website to have better performance.

Keywords: TAM, Factor Analysis, Influencing Factors, Human Resources Website

INTRODUCTION

At this time the website has a very massive function for individuals and the wider community, namely as a medium to share information with the community itself. The public's need for information is very high, this is followed by technological developments that affect how to access websites as information media. During a pandemic like today, more and more people are using the internet to access websites. Especially now that more and more people are using their smartphones to access the internet.

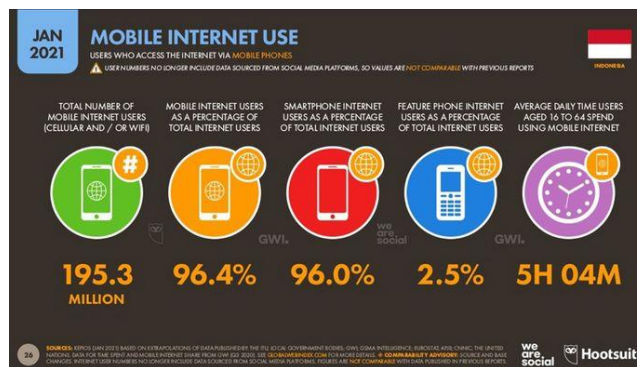


Figure 1 Mobile Internet Use [2]

From the data viewed from the HootSuite, marketing agency We Are Social and social media management platform released a report on global internet users, including Indonesia for beginning of 2021. It was revealed from content marketing management and agencies that the number of internet users reached 202.6 million or 73.7% of Indonesia's total population of 274.9 million people in January 2021. 96.4% of that number, namely 195.3 million people, including access internet via smartphones and feature phones.

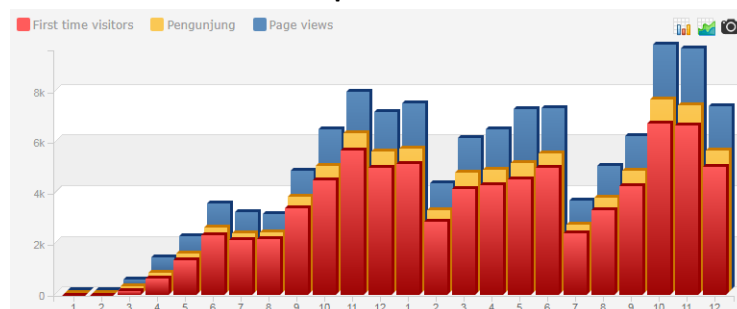
The number of internet users in Indonesia reached 202.6 million or 73.7 percent of the total population of 274.9 million people in January 2021 by the Marketing Management Agency. Of this number, 195.3 million people or 96.4 percent of them access the internet through smartphones and feature phones.

They use cellular and wifi connections to access the internet with an average use of 5 hours 4 minutes every day with age range of 16-64 years.

This is what makes website owners have to increase the productivity of their website so that the website becomes informative, gets a lot of visitors and many use [3].

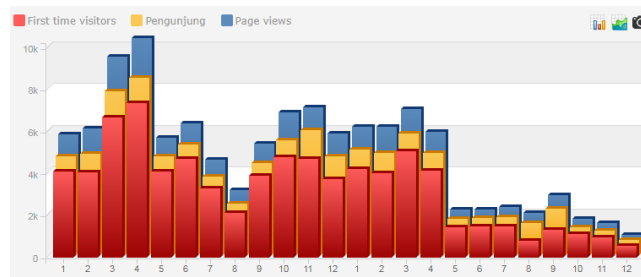
Pt. XYZ is an Indonesian training and consulting service provider company in the field of soft skills, namely leadership, motivation, company values & management (Human Resource) which has been established since 2006. In 2014 PT. XYZ creates a static website with the aim of informing its users so that they can find out their products and information related to human resources. The website presents information about PT. XYZ, service PT. XYZ, clients of PT. XYZ, a free-to-download e-book that is divided into 9 categories, namely coaching books, leadership books, execution management books, motivation books, development books, presentation books, literary books, training books, and marketing books. In addition to the e-book, on the PT. XYZ also has a blog that contains articles that are divided into 14 categories, namely coaching, entrepreneurship, execution, traveling, leadership, management, motivation, operations, presentations, sundries, technology, figures, activity workshops and workshop games.

Table 1. Visitor Graphics of PT. XYZ 2014-2015



In early 2014, the website of PT. XYZ has not yet gained visitors, but in March 2014 it has started to get visitors who use the website of PT. XYZ. This is due to the beginning of the website of PT. XYZ was founded in late 2013, so the beginning of 2014 has not yet produced visitors. Then in 2015 to 2019 the website tends to be stable with the number of visitors as many as 6,000 – 10,000 who use the website of PT. XYZ.

Table 1 Visitor Graphics of PT. XYZ in 2021-2021



In 2020 the website of PT. XYZ still tends to be stable, it's just that in August it experienced a slight decline, and then returned to stability again with the number of visitors above 6,000 users the website of PT. XYZ. However, from May 2021 to December 2021, there was a drastic decrease, which was below 2,000 visitors who used website of PT. XYZ. For the information on website of PT. XYZ is always updated. For this reason, PT. XYZ must analyze so that the use of its website can continue to grow again every month and return to stability above 6,000 visitors.

Table 2 Visitor Graphics of PT. XYZ in 2021

Waktu	Visitors Graph	Pengunjung	Halaman (Ppv)	pengunjung baru(%)	%Bounce
Januari 2021	(15.2) %	5,078	6,040 (0.83)	4,255 (83 %)	86.8 %
Februari 2021	(14.7) %	4,920	6,021 (0.82)	4,056 (82 %)	86.5 %
Maret 2021	(17.5) %	5,836	6,893 (0.87)	5,124 (87 %)	87 %
April 2021	(14.7) %	4,908	5,814 (0.85)	4,195 (85 %)	86.3 %
Mei 2021	(5.2) %	1,757	2,092 (0.83)	1,462 (83 %)	87.6 %
June 2021	(5.4) %	1,808	2,068 (0.84)	1,531 (84 %)	89.5 %
July 2021	(5.5) %	1,852	2,218 (0.8)	1,496 (80 %)	90.8 %
August 2021	(4.7) %	1,572	1,900 (0.52)	831 (52 %)	93.2 %
September 2021	(6.7) %	2,258	2,771 (0.6)	1,369 (60 %)	88.1 %
October 2021	(4.1) %	1,365	1,627 (0.82)	1,132 (82 %)	85.7 %
November 2021	(3.5) %	1,179	1,417 (0.84)	1,000 (84 %)	85.8 %
December 2021	(2.2) %	748	880 (0.76)	573 (76 %)	88.3 %

Judging from the website visitor table above, it shows that visitors who use the website of PT. XYZ experienced a drastic decline from May 2021. Seeing the visitors who drop every month, the author needs to analyze the factors that affect website usage of PT. XYZ. So that later PT. XYZ can find out what are the main factors that can affect the amount of use of its website and can re-evaluate its website to have better performance.

Website

Website [3] a system that is directly connected to documents and is used as a medium of information via the internet to display text, images, multimedia and others.

Website Visits

Having a large number of users is very important for many website people because most of their income comes from advertising [4]. One of the most important performance indicators is website traffic [5]. Website traffic not only reflects the popularity of the website, but provides the basis for earning revenue from website based advertising agencies and is a prerequisite for generating online sales. In order to generate more website traffic, many companies are increasingly adopting strategies. Also, in terms of the traffic changes it causes, website updates are being evaluated.

To attract the attention of users, a good website design is also indispensable. With a good website design, not only can it attract users, but users can also respond to the purpose of the website and want to visit it again.

Human Resource Development

According to [17] Human Resource Development is a process of increasing the knowledge, skills, and capacities of all residents of a society. Meanwhile, according to [18] said that competency-based HR development is carried out in order to provide results in accordance with the goals and objectives of the organization with predetermined performance standards.

TAM (Technology Acceptance Model)

For the analysis of the problem, the researcher used the TAM (Technology Acceptance Model) method, which was first introduced [6]. **In the Technology Acceptance Model (TAM), the level of user acceptance of information systems is determined by 6 things, namely:**

1. External-Variables
2. Perceived-Ease-of-Use
3. Perceived-Usefulness
4. Attitude-Toward-Using
5. Intention-to-Use
6. Actual-System-Usage

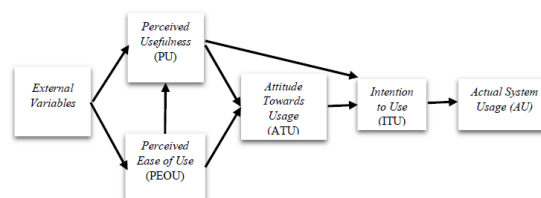


Figure 2 Technology Acceptance Model (TAM)

Early TAM models showed the influence of external variables on Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), the influence of Perceived Ease of Use (PEOU) on Perceived Usefulness (PU), the influence of Perceived Usefulness (PU) on Attitude Towards Usage (ATU) and Intention to Use (ITU), the influence of Perceived Usefulness (PU) on Attitude Towards Usage (ATU) and Intention to Use (ITU), the influence of Perceived Ease of Use (PEOU) on Attitude Towards Usage (ATU), the influence of Attitude Towards Usage (ATU) on Intention to Use (ITU) and the influence of Intention to Use (ITU) on Actual System Usage (AU).

Variable Measurement

Variables can be grouped into observed analysis (manifest) and unobserved analysis (latent). Variables that can be directly measured are called observed analysis or manifest, while Analysis that cannot be measured directly is called unobserved analysis or often also called latent or constructed. According to [2] unobserved analysis is measured by having the respondent answer a set of questions (analysis or manifest) with a Likert scale answer type.

Measurement Scale

Researchers will use the analysis of the indicators above to be measured using the Likert scale. [7] Swben Likert contained a statement that the respondent was asked to evaluate the suitability of the respondent to the statement given. Five categories of responses were provided for respondents to choose from. The above indicators will be assessed using 5 points. The following is a table showing the 5 scoring points:

Table 4 Likert Scale Assessment Score

core	Information	bbreviation
1	angat Tidak Setuju	STS
2	Tidak Setuju	TS
3	Netral	N
4	Setuju	S
5	Sangat Setuju	SS

Data Collection Methods

In the research survey, the data collection method used is to distribute to 350 respondents in the form of a collection of delivery analysis submitted in writing. The questionnaire was distributed to respondents who used the PT. XYZ by choosing the answer options that have been provided.

Data Analysis Methods

Data analysis according to is carried out after data from all respondents have been collected. [3] Structural Equation Modeling (SEM) is used for the data analysis method using the SmartPLS application. SEM serves to conduct experiments to theories that explain predication by observation analisa.

PLS which is a type of SEM (Structural Equation Modelling) that can relate the set of variabel analysis with the number of analysis (response), and where according to Partial Least Square (2008) is a powerful analysis method [2] is not based on many assumptions.

Previous Research

Table 5. Previous Research

Source	Title	Resource
[8]	The Analysis of Factors Affecting the Buying Interest of E-Commerce Customers	This study examines the role of subjectively perceived factors of website use experience in the intention to use the website.
[9]	Analysis of Factors Affecting the Website Quality Based on Webqual Approach (Study Case: XYZ University)	This study aims to determine the influence of WebQual independent variables, namely usability, quality of information and quality of service interactions on user satisfaction related to <i>website</i> quality.
[10]	Factors Affecting Customers Online Search Intention and Online Purchase Intention using Social Networks: Case Study of Online Shop on Instagram	This study aims to analyze the factors that can influence customers' purchase intentions.
[11]	Factors Influencing Corporate Online Identity: A New Paradigm	This study aims to show that a wide variety of factors such as website quality and vendor reputation can influence consumer behavior and outcomes.
[12]	Factors Influencing the Experience of Website Usage	This study examines the role of subjectively perceived factors of website use experience in shaping the intention to use the website.

The SmartPLS method is used to analyze research data from sample data. The hypotheses to be tested are as follows:

1. Hypothesis 1 (Perceived Usefulness (PU) towards Attitude Toward Use)
H0 : $\beta_1 = 0$
Perceived Usefulness (PU) has no effect on Attitude Toward Use
Ha : $\beta_1 \neq 0$
Perceived Usefulness (PU) affects Attitude Toward Use
2. Hypothesis 2 (Perceived Ease of Use towards Attitude Toward Use)
H0 : $\beta_2 = 0$
Perceived Ease of Use has no effect on Attitude Toward Use
Ha : $\beta_2 \neq 0$
Perceived Ease of Use affects Attitude Toward Use
3. Hypothesis 3 (Perceived Ease of Use towards Perceived Usefulness)H0 : $\beta_3 = 0$
Perceived Ease of Use has no effect on Perceived Usefulness
Ha : $\beta_3 \neq 0$
Perceived Ease of Use berpengaruh terhadap Perceived Usefulness
4. Hypothesis 4 (Perceived Usefulness towards Behaviour Intention to Use)
H0 : $\beta_4 = 0$
Perceived Usefulness has no effect on Behaviour Intention to Use
Ha : $\beta_4 \neq 0$
Perceived Usefulness (PU) affects the Behaviour Intention to Use
5. Hypothesis 5 (Perceived Ease of Use towards Behavior Intention to Use)H0 : $\beta_5 = 0$
Perceived Ease of Use has no effect on Behavior Intention to Use
Has : $\beta_5 \neq 0$
Perceived Ease of Use affects the Behavior Intention to Use
6. Hypothesis 6 (Attitude Toward Use towards Behaviour Intention to Use)
H0 : $\beta_6 = 0$
Attitude Toward Use has no effect on Behaviour Intention to Use
Has : $\beta_6 \neq 0$
Attitude Toward Use affects the Behaviour Intention to Use
7. Hypothesis 7 (Behavior Intention to Use towards Website Usage)H0 : $\beta_7 = 0$
Behavior Intention to Use has no effect on Website Usage
Has : $\beta_7 \neq 0$
Behavior Intention to Use affects the Usage Website

METHOD

Data Collection dan Analysis

The approach taken is quantitative by using online questionnaires. Before data collection began, readability tests had been conducted to analyze how well respondents could understand the list of questions. Respondents can answer the questions on the questionnaire by choosing the answer options that have been provided. The data collection technique that the authors will use in this study is, by distributing questions using a Google form, consisting of 25 number of questionnaire questions.

Research Model

In this study using the TAM model. The tam research model variables that the authors used were

Perceived Usefulness, Perceived Ease of Use, Attitude Toward Use, Behavioral Intention to Use, and Website Usage.

The research model used in this study at the figure below:

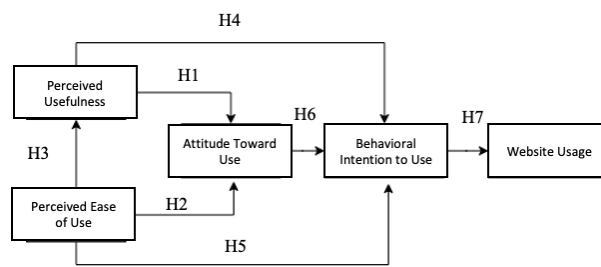


Figure 3 Research Models and Hypothesis

From the research model, there are variables used in research by researchers, namely:

Table 6 Table of variables by definition and source

No	Variable	Definition	Source
1	Perceived Usefulness	This variable is used to measure a person's trust in website use	[9]
2	Perceived Ease Of Use	The extent to which a person believes that using a particular website will increase his knowledge	[13]
3	Attitude Toward Use	Attitude towards the use of the website in the form of acceptance or rejection as an impact if someone uses a website in their daily life	[10]
4	Behavioral Intention to Use	Variables that explain the level of a person's desire to use a website	[11]
5	Website Usage	Variables refer to the direct use of individuals with a given website in the context of their work	[12]

Based on the research model that has been made in Figure 3.1, the following are the hypothesis answered and tested in this study:

- H1: Perceived Usefulness (PU) has a significant effect on Attitude Toward Use (ATU)
- H2: *Perceived Ease of Use* (PEOU) has a significant effect on *Attitude Toward Use* (ATU)
- H3: *Perceived Ease of Use* (PEOU) has a significant effect on *Perceived Usefulness* (PU)
- H4: *Perceived Usefulness* (PU) has a significant effect on *Behaviour Intention to Use* (BIU)
- H5: *Perceived Ease of Use* (PEOU) has a significant effect on *Behavior Intention to Use* (BIU)
- H6: *Attitude Toward Use* (ATU) has a significant effect on *Behaviour Intention to Use* (BIU)
- H7: *Behavior Intention to Use* (BIU) has a significant effect on *Website Usage* (WU)

Research Instruments

The questionnaire distributed is divided into two parts. The first consists of information relating to the demographics of the respondents. The second part is the measurement items for each variable. When answering, respondents filled in their answers based on a 5 point Likert scale, where 1 showed strong disagreement, and 5 indicated strongly agreed.

RESULT AND DISCUSSION

Demographics of Respondents

This analysis was carried out on the results of questionnaire responses obtained from 382 respondents with users of the PT. XYZ in Jakarta area. The demographics of respondents in table 4.1 explain the number of respondents based on gender, age, occupation, and work parts/units.

Table 7 Demographics of Respondents

	Demographic Profile	Frequency	%
Gender	Male	261	68%
	Female	121	32%
Age	< 26 years old	28	8%
	26-35 years old	145	38%
	36-45 years old	104	27%
	46-55 years old	85	22%
	55> years old	20	5%
Job	PNS	5	1%
	BUMN Employee	179	47%
	Sectoral Employee	157	41%
	Businessman	22	6%
	Students	7	2%
	Lecturer	7	2%
	Others	5	1%
	Division	CEO/Director/ Head	44
	HRD	54	14%
	IT	10	3%
	Marketing	29	8%
	Sales	12	3%
	Admin	93	24%
	Analyst	10	3%
	Operational	32	8%
	Finance	7	2%
	Practitioner	9	2%
	Owner	18	5%
	Customer Service	3	1%
	Audit	35	9%
	Not yet working	7	2%
	Others	19	5%

Measurement Model

The research model proposed by the author consists of 5 variables and 25 indicators. To be able to perform analysis using the SmartPLS 3.0 software application, the steps to use SmartPLS are as follows:

1. Describe a research model of the relationship between latent variables in a SmartPLS 3.0 software application or called a path model.
2. The file data format must be '.csv' when uploading the results of the questionnaire response, to be able to be processed into a series of indicators that reflect latent variables.
3. In this study, the path model that was built there was an exogenous-endogenous latent variabel consisting of PU, PEOU, ATU, BIU, and WU.

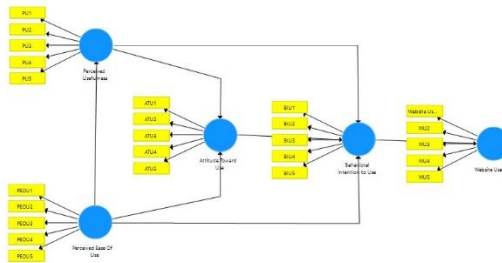


Figure 4 TAM Research Model in Smart PLS

Validity Test

On the table 4 indicates that to measure validity, it must test the relationship between variables including Average Variance Extracted (AVE) with the expected AVE value > 0.5 , then all variables meet the expected validity.

Table 8 Convergent Validity Test Results with Average Variance Extracted Value

	Average Variance Extracted (AVE)	Syarat	Keterangan
<i>Perceived Usefulness</i>	0,803	$>0,5$	Valid
<i>Perceived Use of Use</i>	0,795	$>0,5$	Valid
<i>Attitude Toward Use</i>	0,699	$>0,5$	Valid
<i>Behaviour Intention to Use</i>	0,819	$>0,5$	Valid
<i>Website Usage</i>	0,705	$>0,5$	Valid

On the table 8 shows that to measure validity, it must test the relationship of the relationship between variables, among others, is Discriminant Validity with the Value of the Fornell-larcker criterion being the root value of the AVE. Where the condition of the AVE root value $>$ Correlation with other constructs, which means that all variables have been met or are valid.

Table 9 Convergent Validity Test Results with Fornell-larcker criterion Values

	Attitude Toward Use	Behavioral Intention to Use	Perceived Ease Of Use	Perceived Usefulness	Website Usage	Ket.
<i>Attitude Toward Use</i>	0,836					Terpenuhi
<i>Behavioral Intention to Use</i>	0,737	0,905				Terpenuhi
<i>Perceived Ease Of Use</i>	0,804	0,517	0,892			Terpenuhi
<i>Perceived Usefulness</i>	0,815	0,654	0,780	0,896		Terpenuhi
<i>Website Usage</i>	0,779	0,913	0,536	0,662	0,839	Terpenuhi

On the table 9 shows that the validity test with the SmartPLS 3.0 program can be seen from the loading factor value for each construct indicator. The condition that is usually used to assess validity is that the value of the loading factor must be more than 0.5. If the question indicator has a loading factor value below 0.5 then the indicator is considered invalid, and if the loading factor value is above 0.5 then the question indicator is considered valid.

Table 10 Convergent Validity Test Results with Outer Loading Values

Indicator	Loading Factor	Conclusion
PU1	0,899	Valid
PU2	0,895	Valid
PU3	0,928	Valid
PU4	0,895	Valid

PU5	0,864	Valid
PEOU1	0,764	Valid
PEOU2	0,951	Valid
PEOU3	0,928	Valid
PEOU4	0,953	Valid
PEOU5	0,848	Valid
ATU1	0,807	Valid
ATU2	0,700	Valid
ATU3	0,856	Valid
ATU4	0,901	Valid
ATU5	0,900	Valid
BIU1	0,898	Valid
BIU2	0,927	Valid
BIU3	0,934	Valid
BIU4	0,853	Valid
BIU5	0,91	Valid
WU1	0,895	Valid
WU2	0,778	Valid
WU3	0,863	Valid
WU4	0,869	Valid
WU5	0,785	Valid

Reability Test

On the table 11 shows that the reliability test is carried out by looking at the composite reliability value of the indicator block that measures the construct. Composite reliability measures the true value of the reliability of a construct. The rule is that the value of alpha or composite reliability must be greater than 0.7 although a value of 0.6 is still acceptable.

Table 11 Convergent Reliability Test Results with Composite Reliability and Cronbach's Alpha Values

	Cronbach's Alpha	Syarat	Composite Reliability	Syarat	Keterangan
<i>Attitude Toward Use</i>	0,890	>0,6	0,920	>0,7	Reliable
<i>Behavioral Intention to Use</i>	0,944	>0,6	0,958	>0,7	Reliable
<i>Perceived Ease Of Use</i>	0,934	>0,6	0,951	>0,7	Reliable
<i>Perceived Usefulness</i>	0,939	>0,6	0,953	>0,7	Reliable
<i>Website Usage</i>	0,895	>0,6	0,922	>0,7	Reliable

Coefficient of Determination Test Results (R²)

The R-squares value can be used to assess the influence of a particular independent latent variable on a dependent latent variable whether it has a substantive influence. The Coefficient of Determination (R²) aims to measure the model's ability to explain variations in dependent variables. If the R² result of 0.67 is rated good, 0.33 is rated moderate and 0.19 is rated weak.

Table 12 R-Square Value Results

	R Square	R Square Adjusted	Keterangan
<i>Attitude Toward Use</i>	0,736	0,735	Baik
<i>Behavioral Intention to Use</i>	0,582	0,578	Moderat
<i>Perceived Usefulness</i>	0,608	0,607	Moderat
<i>Website Usage</i>	0,834	0,833	Baik

Effect Size (F2) Test Results

Table 13 F-square Value Results

	<i>Attitude Toward Use</i>	<i>Behavioral Intention to Use</i>	<i>Perceived Ease Of Use</i>	<i>Perceived Usefulness</i>	<i>Website Usage</i>
<i>Attitude Toward Use (ATU)</i>		0,367			
<i>Behavioral Intention to Use (BIU)</i>					5,009
<i>Perceived Ease Of Use (PEOU)</i>	0,273	0,071		1,554	
<i>Perceived Usefulness (PU)</i>	0,343	0,052			
<i>Website Usage (WU)</i>					

On the table 13 judging from the results of f-square there is an influence of ATU to BIU worth 0.367 has a moderate effect, while there is an influence of BIU to WU worth 5.009 has a great effect, then there is pengaruh PEOU to ATU worth 0.273 has a moderate effect, pengaruh PEOU to BIU worth 0.071 has a great effect, and the influence of PEOU to PU worth 1.554 has a great effect. Then there is pengaruh PU to ATU worth 0.343 has a moderate effect and the influence of PU to BIU worth 0.052 has a great effect. The WU value does not exist because it does not affect the variables from each other so it can be ignored.

Predictive Relevance Test Results (Q2)

Table 14 Q-square Value Results

	SSO	SSE	Q ² (=1-SSE/SSO)
<i>Attitude Toward Use (ATU)</i>	1,910	931.863	0,512
<i>Behavioral Intention to Use (BIU)</i>	1,910	1,010.636	0,471
<i>Perceived Ease Of Use (PEOU)</i>	1,910	1,910.000	0
<i>Perceived Usefulness (PU)</i>	1,910	991.116	0,481
<i>Website Usage (WU)</i>	1,910	802.611	0,58

On the table 14 shows the result of the Q-square value that the ATU variable has a value of 0.512 BIU has a value of 0.471, PEOU has a value of 0, PU has a value of 0.481, and WU has a value of 0.58. Then it means that each variable is valued above 0, except PU. This suggests that the variable has met predictive relevance and PU lacks predictive relevance.

Hypothesis Testing Results

The t-statistical value of the path coefficient test. The analysis uses PLS SEM bootstrapping with a subsamples value of 5000 or more, the higher the value, the better. Where the significance level is, the error rate is generally 0.05. T-Statistics value to see where the significance of the relationships between variables in the research model. Because the significant level used in the bootstrapping process is 0.05, the t-table value is 1.96. Next from the structural model test is the p-value. The p-value must be smaller than the significant level used in the bootstrapping process which is 0.05. In Figure 4. 2. shows the results of the t-values and p-values of hypothesis testing.

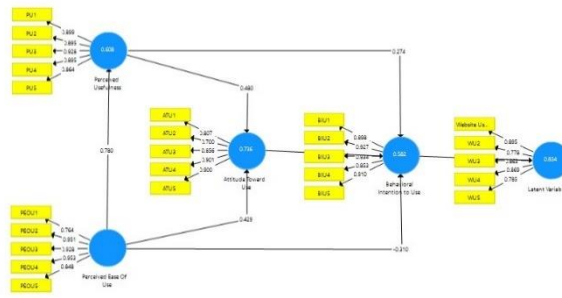


Figure 5 Results of T-Values and P-Values

Table 15 Hypothesis Test

Hipotesis	Path	Original Sample (O)	T Statistics	P Values
H1	PU -> ATU	0,480	10.799	0.000
H2	PEOU -> ATU	0,429	9.427	0.000
H3	PEOU -> PU	0,780	26.500	0.000
H4	PU -> BIU	0,274	3.108	0.002
H5	ATU -> BIU	0,763	6,443	0.000
H6	PEOU -> BIU	-0.310	4.656	0.000
H7	BIU -> WU	0,913	101.458	0.000

From the above results can be explained for the hypothesis:

Table 16 Hypothesis Results

Hypothesis	Variable	Results
H1	Perceived Usefulness affects Attitude Toward Use	The results of data processing in this study show that the PU variable has a positive and significant influence on ATU. Based on the Technology Acceptance Model (TAM), [4] that in the variable model Perceived Usefulness, it can have a positive and significant effect on Attitude Toward Use. Website PT. XYZ is user friendly, easy to understand, easy to operate, and flexible so that the perceived ease of use is considered a factor in assessing the perceived usability and attitude towards use of the website of PT. XYZ. It is also felt as well as the information is useful for users. This makes users still want to use the website of PT. XYZ. This is also felt by users who easily access the website of PT. XYZ on various devices, so users still want to use the website of PT. XYZ.
H2	Perceived Ease of Use affects Attitude Toward Use	The results of data processing in this study show that the PU variable has a positive and significant influence on ATU. Based on the Technology Acceptance Model (TAM), [4] that in the variable model Perceived Usefulness, it can have a positive and significant effect on Attitude Toward Use. Website PT. XYZ is user friendly, easy to understand, easy to operate, and flexible so that the perceived ease of use is considered a factor in assessing the perceived usability and attitude towards use of the website of PT. XYZ. It is also felt as well as the information is useful for users. This

Hypothesis	Variable	Results
		makes users still want to use the website of PT. XYZ. This is also felt by users who easily access the website of PT. XYZ on various devices, so users still want to use the website of PT. XYZ.
H3	Perceived Ease of Use affects Perceived Usefulness	The results of data processing in this study show that the PEOU variable has a positive and significant influence on PU. Based on the Technology Acceptance Model (TAM), [4] that in the variable model Perceived Ease of Use, it can have a positive and significant effect on Perceived Usefulness. Use of the website of PT. XYZ can increase productivity, effectiveness, and performance at work. This is also felt by users of the website of PT. XYZ is easy to use (user friendly), easy to understand, easy to operate, and flexible so that the perceived ease of use is considered a factor in assessing the perceived usability and attitude towards using the website of PT. XYZ.
H4	Perceived Usefulness affects Behavioral Intention to Use	The results of data processing in this study show that the PU variable has a positive and significant influence on BIU. Based on the Technology Acceptance Model (TAM) [4], that in the perceived ease of use variable model, it can have a positive and significant effect on Attitude Toward Use. Use of website PT. XYZ can increase productivity, effectiveness, and performance at work. This is also felt by users of the PT. XYZ is satisfied and will use the website again.
H5	Perceived Ease of Use affects Behavioral Intention to Use	The results of data processing in this study showed that the PEOU variable had no effect on BIU. Based on the Technology Acceptance Model (TAM), [4] that in the variable model Perceived Ease of Use, it can have a positive and significant effect on behavioral intention to use. Website PT. XYZ is user friendly, easy to understand, easy to operate, and flexible so that the perceived ease of use is considered a factor in assessing the perceived usability and attitude towards the use of the website of PT. XYZ. This is also felt by users of the website of PT. XYZ is satisfied and will use the website again.
H6	Attitude Toward Use affects Behavioral Intention to Use	The results of data processing in this study show that the ATU variable has a positive and significant influence on BIU. Based on the Technology Acceptance Model (TAM), [4] that in the variable model Attitude Toward Use, it can be influential and significant on behavioral intention to use but inversely proportional. In calculating the path coefficient, the value of the path coefficient that is in the range of -0.1 to 0.1 is considered insignificant. Values greater than 0.1 are considered significant and directly proportional, while values smaller than -0.1 are considered significant and inversely proportional. Use the website of PT. XYZ is considered easy to access so that users who easily the website of PT. XYZ on various devices turned

Hypothesis	Variable	Results
		out to be influential with the feeling of user sand the website of PT. XYZ is satisfied and will use the website again and recommend it to others.
H7	Behavioral Intention to Use affects Website Usage	The results of data processing in this study showed that the BIU variable had a positive and significant influence on WU. Based on the Technology Acceptance Model (TAM), [4] that in the variable model of Behavioral Intention to Use, it can have a positive and significant effect on Website Usage. User the website of PT. XYZ who is satisfied and will use the website again and recommend it to others. This makes the quality of the website of PT. XYZ is good enough and excellent to use. The quality of a website plays an important role in attracting new users to retain existing users. If the user feels that the website visited has a detailed quality and clear information, the user will have a higher trust and enthusiasm for the quality the website of PT. XYZ.

CONCLUSION

This study aims to find out what factors influence the use of the PT. XYZ. This is due to the number of uses of the website of PT. XYZ continues to decline from May 2021. Therefore, this study was conducted using TAM theory with the addition of external variables to the success of the model. The research model proposed by the author consists of 5 variables and 25 indicators will be tested with partial least squares - structural equation modeling (PLS-SEM), testing is carried out with an inner and outer model using SmartPLS software. The result of the measurements that have been carried out is that the processed data has met the validity test and reliability test. This is based on all outer loading values, chronbach's alpha, composite realibility and theories that show that the three tests are declared valid.

This research was conducted using the survey method and 382 respondents stated that the use of the the website of PT. XYZ is actually influenced by various reasons related to Perceived Usefulness, Perceived Ease of Use, Behavioral Intention to Use, Attitude Toward Use and Website Usage.

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