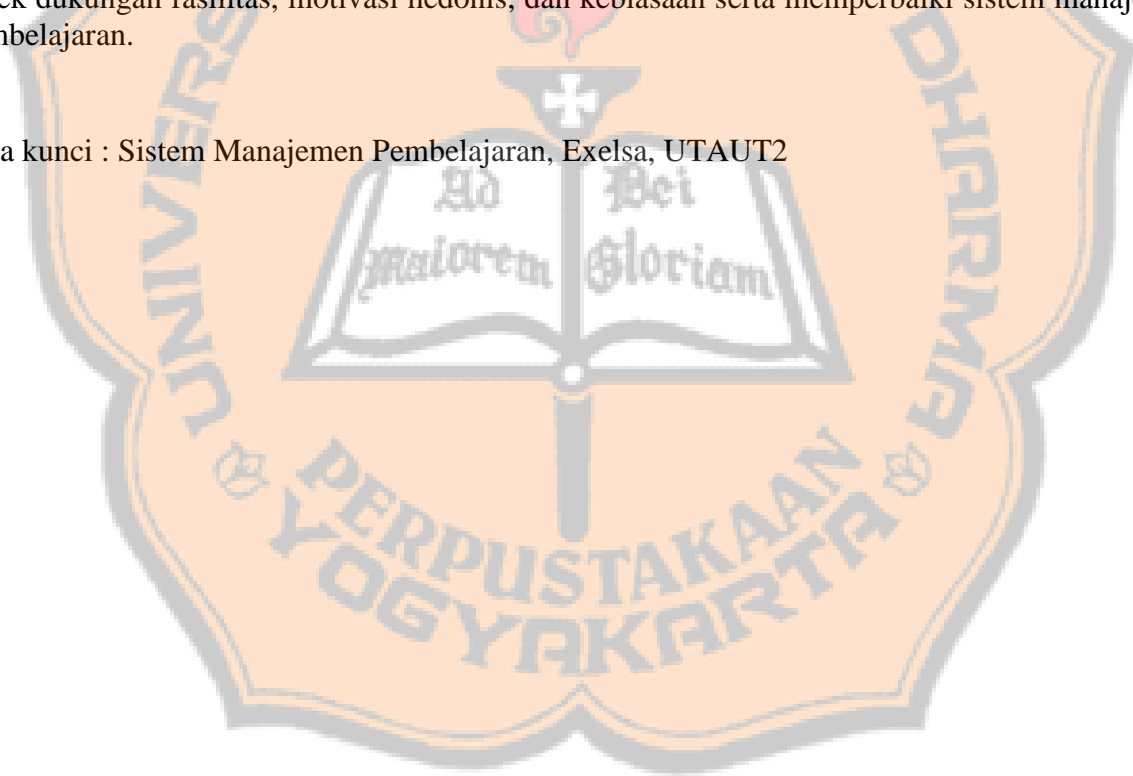


## ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi penerimaan dan penggunaan sistem manajemen pembelajaran Exelsa di Universitas Sanata Dharma. Penelitian ini mengadopsi Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) untuk memprediksi faktor kunci (harapan kinerja, persepsi usaha, faktor sosial, dukungan fasilitas, motivasi hedonis, nilai harga dan kebiasaan) yang mempengaruhi niat dan perilaku penggunaan Exelsa di Universitas Sanata Dharma. Pengambilan sampel menggunakan teknik proportionate random sampling. Jumlah sampel sebanyak 180 dosen tetap yang berstatus aktif di Universitas Sanata Dharma. Data penelitian dianalisis menggunakan PLS-SEM (Partial Least Square – Structural Equation Modeling) dengan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa konstruk dukungan fasilitas, motivasi hedonis, dan kebiasaan berpengaruh positif terhadap niat dan perilaku penggunaan Exelsa, sedangkan konstruk harapan kinerja, persepsi usaha, dan faktor sosial tidak berpengaruh positif terhadap niat dan perilaku penggunaan Exelsa. Berdasarkan hasil penelitian, Universitas Sanata Dharma dapat mengetahui penerimaan dan penggunaan Exelsa saat ini sehingga dapat meningkatkan penerimaan dan penggunaan Exelsa dengan memperkuat aspek dukungan fasilitas, motivasi hedonis, dan kebiasaan serta memperbaiki sistem manajemen pembelajaran.

Kata kunci : Sistem Manajemen Pembelajaran, Exelsa, UTAUT2



## ABSTRACT

The aim of this research is to determine the factors that influence the acceptance and use of Exelsa, a Learning Management Systems in Sanata Dharma University. This research adopted the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) to predict key factors (performance expectation, effort expectation, social, facilitating condition, hedonic motivation, price value and habit) that affect the intention and the use behavior of Exelsa in Sanata Dharma University. This research employed proportionate random sampling as the technique of sampling. Total sample were 180 active permanent lecturers in Sanata Dharma University. Data were analyzed using PLS-SEM (Partial Least Square - Structural Equation Modeling) with software SmartPLS. The results show that the construct of facilitating condition, hedonic motivation, and habit positively affect on the intention and the use behavior of Exelsa, whereas the construct performance expectation, effort expectation, and social influence do not give positively affect on the intention and the use behavior of Exelsa. The result of this research can help Sanata Dharma University to find out the degree of acceptance and the use of exelsa nowadays. It can helps the University to increase the acceptance and the use of exelsa by increase the facilitating conditions, hedonic motivations and habits aspects also improve the learning management system.

Keywords : Learning management system, Exelsa, UTAUT 2

