ABSTRACT

EKA MAYA SARI SISWI CIPTANINGSIH. Analysis of Measuring Customer Acceptance using Technology Acceptance Models, Case Study in Indonesia Airline. Under supervision of MUHAMMAD SYAMSUN as chairperson and DARWIN KADARISMAN as member.

This paper is aimed to study and increase our current understanding on the acceptance model of e-commerce by using technology acceptance models. The variable are efficiency, ease of use, enjoyment, amount of information. These variables are significantly affecting perceived of use e-commerce. The instrument in conducting this research questionnaire. Questionnaire distributed by email and in the Jakarta. Only respondents responded the questionnaire with using e-commerce will be analyzed.

Using Partial least square found significantly relation between variables. There are to analyzed, which are inner and outer in order to find out the relation in and out. The result are relation between amount of information and perceived using e-commerce is weak; Enjoyment contributed in perceived of use in high contribution. And the strong correlation efficiency and ease of use.

This finding refers to the fact that the company will increase the e-commerce system that more user friendly and secure in order to deliver the customer needs. Increasing accessibility in using e-commerce more easy and enjoyable with quality of internet connection.

Keywords: technology acceptance model, e-commerce, partial least square perceived of useful e-commerce.