

ANALISIS PENERIMAAN PENGGUNA TERHADAP *ONLINE PUBLIC ACCESS CATALOG* MENGGUNAKAN MODEL UTAUT PADA PERPUSTAKAAN UNIVERSITAS RIAU

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ABSTRAK

Perpustakaan Universitas Riau mengimplementasikan *Online Public Access Catalog* (OPAC) guna mempermudah mahasiswa menelusuri informasi buku bacaan. Namun dalam pengimplementasiannya masih ditemukan kendala seperti kurangnya keinginan mahasiswa untuk mengakses OPAC, kurang pengetahuan mahasiswa mengenai fitur-fitur OPAC, tidak diberikan *manual book*, kurang stabilnya jaringan internet serta adanya gangguan listrik. Kondisi ini tentu memberi pengaruh penerimaan mahasiswa terhadap OPAC. Penelitian ini bertujuan untuk mengetahui faktor yang mempengaruhi penerimaan pengguna terhadap OPAC serta variabel yang paling mempengaruhi penerimaannya dengan menggunakan model *Unified Theory of Acceptance and Use of Technology* (UTAUT). Analisis data menggunakan *Structural Equation Model Partial Least Square* (SEMPLS) dengan bantuan *tools* SmartPLS 3.0. Hasil penelitian menunjukkan penerimaan OPAC dipengaruhi oleh 4 faktor yaitu *Performance Expectancy*, *Effort Expectancy*, *Facilitating Conditions* dan *Behavioral Intention* sedangkan *Social Influence* tidak memberikan pengaruh terhadap penerimaan pengguna. Tingkat penerimaan mahasiswa terhadap OPAC sebesar 0,689 yang dapat disimpulkan dalam kategori kuat atau penerapannya diterima oleh mahasiswa. Selain itu, faktor yang paling mempengaruhi penerimaan mahasiswa terhadap OPAC adalah *Performance Expectancy* dengan hasil uji *T-statistics* sebesar 6,444.

Kata Kunci: OPAC, Perpustakaan Universitas Riau, SEMPLS, SmartPLS 3.0, UTAUT

ANALYSIS OF USER ACCEPTANCE TO ONLINE PUBLIC ACCESS CATALOG USING UTAUT MODEL IN THE LIBRARY OF RIAU UNIVERSITY

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ABSTRACT

Library of Riau University implements Online Public Access Catalog (OPAC to make it easier for students to browse reading book information. However, in its implementation there are still obstacles such as lack of students' desire to access OPAC, lack of student knowledge about OPAC features, manual book not available, internet network stability) and the existence of electricity disruptions, this condition certainly gives effect to student acceptance of OPAC. This study aims to determine the factors that influence user acceptance of OPAC and the variables that most influence their acceptance by using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. using Structural Equation Model Partial Least Square (SEMPLS) with the help of SmartPLS 3.0 tools. The results showed that the acceptance of OPAC was influenced by 4 factors namely Performance Expectancy, Effort Expectancy, Facilitating Conditions and Behavior Oral Intention while Social Influence does not have an effect on user acceptance. Student acceptance rate for OPAC is 0.689 which can be concluded in the strong category or the application is accepted by students. In addition, the factors that most influence student acceptance of OPAC are Performance Expectancy with the results of the T-statistics test amounting to 6,444.

Keywords: *Library of Riau University, OPAC, SEMPLS, SmartPLS 3.0, UTAUT*