EXAMINING STUDENTS' BEHAVIORAL USE OF CAMPUS JOURNALS WITH THE TECHNOLOGY ACCEPTANCE MODEL APPROACH

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Abstrak

Perilaku mahasiswa merupakan suatu aktifitas yang dilakukan oleh mahasiswa terhadap masing-masing individu. Mahasiswa yang berkunjungan ke website jurnal kampus menjadi penting dalam hal aspek akreditasi jurnal, dimana hal ini sebagai tolak ukur untuk menaikkan potensi dari jurnal sebagai referensi, akan tetapi terdapat faktor-faktor yang mempengaruhinya dimana frekuensi mahasiswa didalam mengunjungi website jurnal kampus tidak sesuai yang diharapkan dalam mengeksplor jurnal serta antusias mahasiswa untuk mendownload artikel masih dibawah ekspetasi yang diinginkan, hal ini menyebabkan potensi jurnal tersebut untuk memperoleh akreditasi nasional persentasenya kecil dan mahasiswa mungkin berpikir bahwa sumber referensi mengenai jurnal sangat sedikit sehingga kurang menarik pada sistem website jurnal kampus. Pada penelitian, digunakan metode pengumpulan data seperti, wawancara, studi pustaka, dan kuesioner. Sedangkan untuk mengevaluasi sistem website jurnal kampus terhadap perilaku mahasiswa menggunakan Technology Acceptance Model (TAM) dengan 4 variabel seperti perceived ease of use, perceived usefulness, attitude toward using, behavioral intention to use. Metode ini menghasilkan bahwa pengguna merasa lebih mudah didalam pengoperasian mengakses website jurnal kampus, kemudian pengguna merasa website jurnal kampus dapat memberikan manfaat dan kegunaan, selanjutnya pengguna menggunakan memiliki kaingintahuan yang besar untuk mengakses jurnal kampus, yang terakhir pengguna berkeinginan untuk mengakses website dan berinisiatif untuk mempengaruhi pengguna lainnya dalam untuk mengakses yang sama.

Kata kunci: Perilaku, TAM, Mahasiswa, Evaluasi

Abstract

Understudy conduct is an action completed by understudies for every person. Students who visit campus journal websites are essential in terms of journal accreditation aspects, where this is a benchmark for increasing the journal's potential as a reference. However, some factors influence it where the frequency of students visiting campus journal websites is not as expected in exploring journals, and the enthusiasm of students to download articles is still below the desired expectations. It causes the potential for the journal to obtain national accreditation at a small percentage, and students may think that there are very few reference sources for journals, so it is less attractive on the campus journal website system. Data collection methods were used in this study, such as interviews, literature study, and questionnaires.
Meanwhile, evaluate the campus journal website system on student behavior using the Technology Acceptance Model (TAM) with four variables: perceived ease of use, usefulness, attitude toward using, and behavioral intention to use. This method makes the user feel it is easier to access the campus journal website; then, the user feels the campus journal website can provide benefits and usability. The user has a great curiosity about accessing the campus journal, and finally, the user wants to access the website and take the initiative to influence. other users in to access the same

Keywords: Behavior, TAM, Student, Evaluation

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INTRODUCTION

Understudy conduct is an action completed by understudies towards each gathering that can be noticed straightforwardly or by implication, covering a few parts of day to day existence, in the educational experience in addresses and the grounds climate to give reactions or responses to accomplish an objective (Drakel, Pratiknjo, & Mulianti, 2018; Sayoto & Daryono, 2019). Sure to get a substantial evaluation and backing from the aftereffects of understudy action got and a benchmark for improvements in science in a complicated and organized way, recognized with regards to the pieces of learning. In addition, the primary operational form of behavior is divided into three types of groupings which are first in the form of knowledge, namely by knowing and analyzing situations or external stimuli to be implemented, secondly in the form of attitudes, namely reactions to the mind or personal feelings towards a problem from outside the environment. Which shapes human behavior and is based on the physical that occurs in the natural and non-physical environment experienced in the socio-cultural environment and has a strong influence on the formation of human behavior, then finally in the form of concrete actions, namely a real action against situations and conditions from outside. So that it can overcome and solve the things that happen (Djatikusuma & Widagdo, 2015).

In light of the perspective of understudy conduct, it is realized that it plays a fundamental part in the growing experience, for example, grounds diary visits. Grounds diary visits are exercises to visit, find, or get several references in a scientific work made, observed, and read based on research. People in the community or group provide a concrete and valid description and design according to the criteria, start a desired scientific work by optimizing related sources, and become qualified, developing further than previous research. (Harahap & Pasaribu, 2018; Schafer, Lee, Burruss, & Giblin, 2018).

For an explanation that contains essential points, the strategy in this exploration is completed utilizing quantitative examination, where this exploration is bound to dissect an understudy's way of behaving which will later obtain results following what is in the field and the Technology Acceptance Model (TAM) method (Davis, 1989; Venkatesh & Davis, 2000). A model of innovation acknowledgment from specific perspectives that are powerful and most broadly utilized in the investigation of the field of Information Technology or data frameworks. Subsequently, TAM broadly utilizes different model components to get a viewpoint from the TAM side and a more concrete or legitimate clarification with respect to tolerating existing innovation, both exclusively and in gatherings (Pusparini & Sani, 2020; Sani, Wiliani, Budiyantara, & Nawaningtyas, 2020).

According to TAM, there are elemental constructions that have not been modified. These constructions have the main components: perceived ease of use, perceived usefulness, attitude towards using, behavioral intentions of use, and finally, system usage (Silva, 2015). And then the structure of the image, which includes the construction of elements from TAM, is as follows in figure 1:
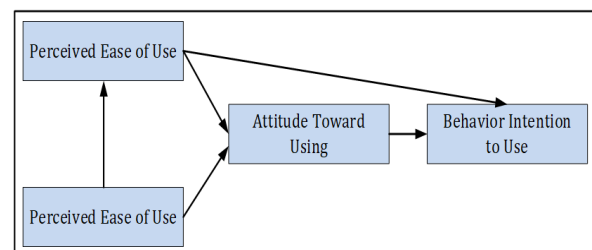

Figure 1. TAM model (Davis, 1989)

The relationship between student behavior with the TAM method on scientific work journal website visits for journal accreditation which is very influential by the TAM boundary is partitioned into four viewpoints, to be specific, saw convenience, saw helpfulness, mentality toward utilizing, and social expectation to utilize which is filled a poll. To find out and assess the consequences of understudy conduct in light of the estimations in the TAM so that toward the finish of the TAM cycle, a conclusion is drawn to fulfill the existing information on on-campus journal visits for journal accreditation, including based on the number of viewers or visitors, then raise the potential of the journal so that it can compete with others and used as a writing reference (Granić & Marangunić, 2019; Salloum & Al-Emran, 2018; Salloum, Alhamad, Al-Emran, Monem, & Shaalan, 2019).

The aims of this study are as follows: 1) To analyze and determine the evaluation of student behavior towards campus journals as reading references. 2) As a benchmark for accreditation of campus journals in the future 3). Foster interest from students to visit and explore campus scientific journals frequently. Today development of computer technology has been rapid from year to

year. Almost all activities carried out cannot be separated from using a computer. However, the computer is only a machine that can malfunction or malfunction its functions. One of the factors that affect the durability of a computer to run well depends on the users themselves.

The problem of damage to a computer is often a common cause and usually occurs by most other users. Problems caused by computers sometimes only require a basic level of computer knowledge. However, sometimes, these problems also need a high level of knowledge and skills regarding computers and the components in them, so that they require a professional technician to fix them if deemed necessary, is also written narrative.

RESEARCH METHODS

Based on the construction of elements in TAM, there is a data processing to find out an overview of the information that can provide different designs for the steps to determine in data processing as follows (Sugiyono, 2018, 2019)

1. Each indicator assessed by the respondents can be classified into five alternative answers obtained with an ordinal scale that describes a ranking of the answers.
2. The calculation of the total score for each variable or sub variable is the same as the total score of all variable indicators for all respondents.
3. The scores of each variable or sub-variable are the same as the average total score of the analysis.
4. Answers from respondents are identified in the form of tables or graphs.
5. To answer the identification of the variables obtained, use the formula one example as follows

$$\% \, Actual \, Score = \frac{PEU \, Actual \, Acore}{PEU \, Ideal \, Score} \, x \, 100\% \, \ldots\ldots\ldots (1)$$

The Explanation of the formula 1, based on the actual score, which is the answer respondents to the questionnaire that has been given, then the total score is divided by an ideal score for construction used multiplied by 100 percent. The perfect score is the highest score or assessment weight of the respondents who are assumed to choose the answer with the highest score criteria. The categories in the ideal score weight in the table are as follows:

Table 1. Respondents Criteria

Score (%)	Criteria
20,0 % – 36,0 %	Awful
36,01 % - 52,0 %	Bad
52,01 – 68 %	Sufficient
68, 01 % - 84,0 %	Good
84,01 % - 100 %	Excellent

Then from the response criteria that have been given an ideal score using a Likert scale, the Likert scale is a measurement method for measuring attitudes, opinions, and perceptions of individuals and groups about social phenomena, so in the Likert scale, the variables to be measured are translated into variable indicators. These indicators are used as benchmarks for compiling instrument items, which can be in the form of statements or questions, and then there is a calculation of questionnaires distributed to respondents to determine attitudes or objects (Creswell, 2013; Silva, 2015; Sugiyono, 2018). From this, the ideal score in calculating the score and determining the rating and the total number of answers uses the following formula:

$$Ideal \, Score = Scale \, Value \, x \, Total \, Respondent \, \ldots\ldots (2)$$

Table 2. Likert Scale

Indicator	Description	Value
SS	Strongly Agree	5
S	Agree	4
CS	Sufficient	3
TS	Disagree	2
STS	Strongly Disagree	1

On the percentage of approval to find out the number of answers in the respondent using the following formula:

$$p = \frac{f}{n} x100\% \, \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (3)$$

when:
p: percentage, f: frequency of questionnaire answers, n: total ideal score

Based on the four variables of the TAM method used in this study on student behavior, several indicators adjust to the questionnaire questions, which include starting perceived ease of use, perceived usefulness, attitude toward using, and behavioral intention to use, where each The variable has its aspect, here are the indicators of the four parameters below:

1. **Perceived Ease of Use (PEU)**

Table 3. PEU Indicator

Indicator	Description
Easy to learn	The existing system can be learned quickly.
Easy to understand	The existing system can be understood
Easy to proficient	The existing system can be easily so proficient or expert
Easy to use	The existing system can be easy to use
Easy to remember	The existing system can be easily remembered well.

2. Perceived usefulness (PU)

Table 4. PU Indicator

Indicator	Description
Faster	The existing system is rapid in use.
Improve the performance	The existing system improves performance in activities
Increase productivity	The existing system increases the productivity of activities
Increase effectiveness	The existing system can increase the effectiveness of activities
Easier	The existing system becomes easier so that it is flexible in use

3. Attitude Toward Using (ATU)

Table 5. ATU Indicator

Indicator	Description
Happiness	When using a system, the user feels happy about the existing system
Enjoyed	From the use of a system, the user feels enjoy in the existing system
Boredom	In using the system, users feel bored if the method used is not varied
Unlike	In using the existing system, the user does not like it if there is no system development in a system

4. Behavioral Intention to Use (BIU)

Table 6. BIU Indicator

Indicator	Description
Use anytime	In the existing system, the user can use the system if needed.
Using any condition	In the existing system, the user can use the procedure under any conditions
Continue to use	In the existing system, it can be used continuously if the user wants to use the system
Hope to use	A system in which users expect other users to be able to use the system

RESULTS AND DISCUSSION

Questionnaire questions were made based on four aspects of the variables using the TAM method. The questionnaire was completed and also given to 201 respondents with 20 overall questions that must be answered where from 5 questions from perceived ease, five perceived usefulness, five system use, five system user intentions; Then, from the recapitulation of answers, it can be seen in the following table 7:

1. Perceived Ease of Use (PEU)

Table 7. Calculation of PEU

Ans	Value	1	2	3	4	5	Total
STS	1	6	6	8	9	10	39
TS	2	19	19	20	20	18	96
CS	3	25	30	37	33	21	146
S	4	125	115	105	104	120	569
SS	5	28	33	33	37	34	165
Tot of Resp		203	203	203	203	203	-
Act Score		759	759	744	749	759	3770
Ideal Score		1015	1015	1015	1015	1015	5075

Based on the data obtained, the results of the questionnaire assessment on five indicators for the aspect of perceived convenience were proposed to the respondents, with the actual scores as follows:

$$\% \, Actual \, Score = \frac{PEU \, Actual \, Acore}{PEU \, Ideal \, Score} \times 100\% \dots\dots\dots (4)$$

$$\% \, Actual \, Score = \frac{3770}{5075} \times 100\%$$

$$\% \, Actual \, Score = 74.28\%$$

2. Perceived Usefulness (PU)

Table 8. Calculation of PU

Ans	Value	1	2	3	4	5	Total
STS	1	9	7	8	9	9	42
TS	2	13	14	23	14	16	80
CS	3	43	46	43	38	34	194
S	4	113	111	111	108	113	556
SS	5	25	25	28	34	31	143
Tot of Resp		203	203	203	203	203	-
Act Score		741	742	737	753	750	3723
Ideal Score		1015	1015	1015	1015	1015	5075

Based on the data obtained, the results of the questionnaire assessment on five indicators for the aspect of perceived convenience were proposed to the respondents, with the actual scores as follows:

$$\% \, Actual \, Score = \frac{PU \, Actual \, Acore}{PU \, Ideal \, Score} \, x \, 100\% \, ... (5)$$

$$\% \, Actual \, Score = \frac{3723}{5075} \, x \, 100\%$$

$$\% \, Actual \, Score = 73.35\%$$

3. Attitude Toward Using (ATU)

Table 9. Calculation of ATU

Ans	Value	1	2	3	4	5	Total
STS	1	11	8	6	7	10	42
TS	2	12	9	11	15	6	53
CS	3	41	36	24	22	27	150
S	4	114	122	103	109	107	555
SS	5	25	28	59	50	53	215
Tot of Resp		203	203	203	203	203	-
Act Score		739	762	807	789	796	3893
Ideal Score		1015	1015	1015	1015	1015	5075

Based on the data obtained, the results of the questionnaire assessment on five indicators for the aspect of perceived convenience were proposed to the respondents, with the actual scores as follows:

$$\% \, Actual \, Score = \frac{ATU \, Actual \, Acore}{ATU \, Ideal \, Score} \, x \, 100\% \, ... (6)$$

$$\% \, Actual \, Score = \frac{3983}{5075} \, x \, 100\%$$

$$\% \, Actual \, Score = 76.70\%$$

4. Behavioral Intention to Use (BIU)

Table 10. Calculation of BIU

Ans	Value	1	2	3	4	5	Total
STS	1	9	8	6	8	10	41
TS	2	15	11	13	16	13	68
CS	3	22	26	35	44	47	174
S	4	125	117	111	99	102	554
SS	5	32	41	38	36	31	178
Tot of Resp		203	203	203	203	203	-
Act Score		765	781	771	748	740	3805
Ideal Score		1015	1015	1015	1015	1015	5075

Based on the data obtained, the results of the questionnaire assessment on five indicators for the aspect of perceived convenience were proposed to the respondents, with the actual scores as follows:

$$\% \, Actual \, Score = \frac{BIU \, Actual \, Acore}{BIU \, Ideal \, Score} \, x \, 100\% \, ... (7)$$

$$\% \, Actual \, Score = \frac{3805}{5075} \, x \, 100\%$$

$$\% \, Actual \, Score = 74.97\%$$

From the detailed Explanation that has been described, it can be concluded that the level of system use that occurs in the Campus Journal is as follows:

Table 11. Conclusion of TAM calculation

No	Variable	Act Score	Ideal Score	Total
1	PEU	3370	5075	74.28%
2	PU	3723	5075	73.35%
3	ATU	3893	5075	76.70%
4	BIU	3805	5075	74.97%
	Conclusion			74.82%

In table 11, after aggregating the actual and ideal scores, it is concluded that testing with system acceptance with four variables is obtained perceived ease of use with a percentage of 74.28%, perceived usefulness with a portion of 73,35%, attitude toward with a share of 76.70%, behavioral intention to use with a rate of 74.97%. So overall, the average value of user acceptance testing with the TAM method is obtained when added up to 299.3% divided by four variables, namely 74.82% of the process going well.

All variables show a percentage value above 70%, which indicates that the journal understudy system is easy to use so that users can easily understand how to apply the method. The journal being researched provides convenience in its operation, and users believe in its use, thus making work faster in good condition. Because of this convenience, users feel comfortable and carry out processes in the journal, thereby fostering user interest to frequently use the journal as a forum to assist the tasks and work of the users. It follows the technology acceptance model theory; namely, the use of information systems must be of benefit and

convenience for its users so that its application can impact users.

The influence of information systems in applying a journal will facilitate students in doing assignments and other interests. The magnitude of the impact on knowledge of information systems science will more or less affect the way users think in doing tasks based on information technology, including using journals.

CONCLUSIONS AND SUGGESTIONS

Conclusion

The conclusion obtained can be used as a hypothesis related to 5 indicators of 4 variables of the TAM method based on the percentage obtained, starting from perceived ease of use with a percentage of 74.28% as an indicator of ease of learning, understanding, can be proficient used. Users remember that the infotech journal website system is suitable for using the system. 73.35% of perceived benefits are indicators of faster, easier usability, increased performance, productivity, and effectiveness by users in using the infotech journal system, which can improve the performance of several aspects of activities that have been carried out well. Furthermore, from the attitude toward using the system (attitude toward using with a percentage of 76.70% as an indicator of pleasure, boredom, enjoyment, and dislike by users, they feel what happens when using the infotech journal system in a good state that users feel. The last is the intention of system users (behavioral intention to use) with a percentage of 74.97% as an indicator of using anytime, any condition, continuing, and hoping to use by users who can use the journal system in any circumstances and situations and influence other users to use the system. The system is good. The role of information technology is constructive for users in carrying out work activities related to journals. Moreover, this is a reference for journal accreditation in the future, although there will be further research to determine the value of other benchmarks apart from the four variables previously discussed.

Suggestion

Further research will be conducted using other model variables in information systems, such as readiness technology or the UTAUT model.

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