

**“ANALYSIS OF INFORMATION TECHNOLOGY USER BEHAVIOR AT  
HIGHER EDUCATION INSTITUTION”  
CASE : ANDALAS UNIVERSITY PORTAL**

**THESIS**

*Thesis Is Submitted as Partial of The Requirement For an Bachelor Degree In  
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Submitted By:  
**AKMALDIN**  
**0810524042**

**BACHELOR DEGREE MANAGEMENT DEPARTMENT  
ECONOMICS FACULTY OF ANDALAS UNIVERSITY**



**MANAGEMENT DEPARTMENT**  
**FACULTY OF ECONOMICS**  
**ANDALAS UNIVERSITY**

---

**LETTER OF THESIS APPROVAL**

Herewith, Dean of Economics Faculty of Andalas University, Head of Department, and Thesis (*Skripsi*) Supervisor, stated that:

Name : **Akmaldin**  
Student Number : **0810524042**  
Degree : **S1 (Bachelor)**  
Field of Study : **Management**  
Thesis Title :

**“Analysis Of Information Technology User’s Behavior at Higher Education Institution” (Case on Andalas University Portal)**

Has already passed the exam on August 06, 2012 based on procedures and regulations, which prevail in the Faculty of Economics.

**Padang, August 2012**  
**Supervisor**

**Dr. Yuliharsi, S.E., M.B.A**  
**NIP.196607181993031003**

**Approved:**

**Head of Management Department**

**Head of International Management  
Department**

**Dr. Harif Amali Rivai, S.E., M.Si.**  
**NIP.197110221997011001**

**Fajri Adrianto, S.E., M.Bus**  
**NIP.198005292005011003**

	Alumni no. at University:	<b>Akmaldin</b>	Alumni no. at Faculty:
	a) Birth' Place/Date: Saning Bakar/ march 28, 1990	f) Graduation Date: 6 August 2012 g) Grade: (Sangat Memuaskan)	
	b) Parent' Name: Musbar	h) GPA: 2.97	
	c) Faculty: Economic	i) Length of Study: 3 years 11 months	
	d) Major: Management International	j) Parents' Address: Saning Bakar	
	e) ID Number: 0810524042		

## ANALYSIS OF INFORMATION TECHNOLOGY USER'S BEHAVIOR AT HIGHER EDUCATION INSTITUTION: CASE ON ANDALAS UNIVERSITY PORTAL

*Bachelor Thesis by: Akmaldin*

*Supervisor: Dr. Yuliharsi, SE, MBA*

### **Abstract**

*This research investigates the affect of perceived ease of use (PEOU), perceived usefulness (PU), attitude toward using (AT), behavioral intention (BI) on the actual use (AU) of portal at andalas university. The data obtained through questionnaire. The total of 208 andalas university student from each faculty. The findings indicated that perceive usefulness (PU) and attitude toward using (AT) have strong negative relationship, but the perceived ease of use (PEOU) has a positive relationship with the attitude toward using (AT), and the attitude toward using (AT) has a positive relationship with the behavioral intention (BI), and positive relationship between behavioral intention (BI) and actual use (AU) of portal*

**Keywords:** *Perceived Ease Of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Using (AT), Behavioral Intention (BI), And Actual Use (AU)*

This bachelor thesis has already examined and passed on January 10, 2012. The abstract of research has been approved by supervisor and examiners:

Signature	1	2	3
Name	Dr. Rahmi Fahmi, SE, MBA	Dr. Yuliharsi, SE, MBA	Fajri Adrianto, SE.M.Bus

Approved by,

Head of Management

Department

Dr. Harif Amali Rivai, SE,MSi  
Nip. 197110221997011001

\_\_\_\_\_  
Signature

Alumnus had registered to Faculty / University and get the alumnus number:

	Staff of Faculty/University	
Alumni No. at Faculty:	Name :	Signature :
Alumni No. at University:	Name :	Signature:

## **LEMBAR PERNYATAAN**

Saya yang bertanda tangan dibawah ini menyatakan bahwa skripsi dengan judul :

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Institution” (Case on Andalas University Portal)**

Merupakan hasil karya saya sendiri, dan tidak terdapat sebagian atau keseluruhan dari tulisan yang memuat kalimat, ide, gagasan, atau pendapat yang berasal dari sumber lain tanpa memberikan pengakuan pada penulis aslinya. Adapun bagian-bagian yang bersumber dari karya orang lain telah mencantumkan sumbernya sesuai dengan norma, etika dan kaidah penulisan ilmiah. Apabila dikemudian hari ditemukan *plagiat* dalam skripsi ini, saya bersedia menerima sanksi pencabutan gelar akademik yang telah saya peroleh.

**Padang, 14 September 2012**

**Yang memberi pernyataan,**

**Akmaldin**

**0810524042**

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This thesis was conducted in order to fulfill one of requirement for an Undergraduate Degree in Management Department – Economics Faculty of Andalas University for getting a Bachelor degree. This thesis has been prepared as well as the capability of researcher.

The researcher realizes that this thesis cannot be finished without supported and helped from such parties who cannot be mentioned all. On this occurrence, I would like to express the gratitude to those who have supported, facilitated and encouraged me in life, especially in academics.

Researcher understands that this thesis still needs improvement due to few limitations. I therefore, it would gladly welcome suggestions and critics to improve its quality. Researcher hopes that this thesis will make valuable contribution to academicians, students and readers in general. Amin.

Padang, September 2012

Researcher

AKMALDIN

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.6 Background to the Research**

In recent years, computer technology has become a new type of technology innovation with the aim to provide a strategy to improve the quality of teaching and learning. Teaching and learning are two mutually dependent elements of a teaching process (Ana,2010). From traditional up to the present forms of teaching where Information, Communication and Technology (ICT) plays an important role, the focus on the process of teaching has changed (Ana,2010). Now ICT and Internet have become an integral part of the entire educational system as described by Liaw (2007) that the use of ICT and Internet as a teaching and learning tools is rapidly expanding into educational system. The use of technology as a tool or a support for learning with others allows learners to play an active rather than a passive role of recipient of information transmitted by a lecturer, textbook or broadcast (Tarmizi,2010)

However, e-learning is commonly referred to the intentional use of networked ICT in teaching and learning. A number of terms have been used to describe this mode of teaching such as web based learning, virtual learning, distributed learning, web based learning and others. However, all this term refers to educational processes in an online environment that utilize a learning portal to mediate a synchronous as well as synchronous in teaching and learning activities.

Nowadays, ICT technologies have become more important for student because it provide many benefits with the support of internet connection.

Innovations at most University in Indonesia were directed towards strong network infrastructures and up-to-date with a medium speed internet connection. Local Area Network at University has been provided to all offices, teaching rooms, lectures room and also libraries. In addition, the wireless connection is also provided for staff and students so that an online learning environment can be implemented.

More universities have started initiatives on using information management tool to deliver education to student, Andalas University develop an information system that can enable all academic society has the chance to use the technology system in order to reach their objectives. The information technology system built is a part of the organizational component, each interacting, where in the interaction process, the process effects that may occur, the system became optimal and performance effective and efficient or system became not optimal because the human user of the system refuse to utilize it.

Many research shows that the biggest cause for failure in the information system of an organization is not due to technical quality or information it produces, but system application failure is caused mostly by behavioral aspect (Jodiyanto, 2007). Boodnar and Hopwood (1995) stated that IT development needs careful planning and implementation to avoid denial toward the system developed and it is related to the individual behavior change in conducting their work. The behavior toward information system developed can impact on the low usage of information system continually and in the end lower the organizational return on investment of information technology. (Venkatesh and Davis, 2000). In

order for the information technology system can be well accepted, the behavior must be changed or the system is prepared first.

Changing the behavior cannot be directed at the behavior, but must take into account the cause of the behavior. Identifying determinant factor/ information technology adoption became very important in developing information system, so high investment on IT facility will be accepted and creates organizational value.

The research is conducted to measure the prediction of information technology acceptance and adoption of information technology mainly information communication technology or as we call portal, to student at Andalas University with the Technology Acceptance Model or TAM approach that construct which are perceived usefulness and perceived ease of use.

Based on the description of the background that have been outlined above, researcher interested in conducting research with the heading **“ANALYSIS OF INFORMATION TECHNOLOGY USER BEHAVIOR AT HIGHER EDUCATION INSTITUTION” Case Study at Andalas University Portal.**

### **1.7 Research Problem**

1. Perceived usefulness and perceived ease of use influence the student's attitude toward using portal at Andalas University.
2. The student's attitudes toward using portal influence the student's behavioral intention to using portal at Andalas University.
3. The student's behavioral intention influence the actual use portal at Andalas University.

## **1.8 Research Questions**

Questions that guide this research include:

1. How does perceived usefulness and perceived ease of use influence the student's attitudes toward using portal at Andalas University?
2. How does the student's attitudes toward using portal influence the student's behavioral intention to using portal at Andalas University?
3. How does the student's behavioral intention influence the actual use portal at Andalas University?

## **1.9 Purpose of the Research**

The objective of this research is to obtain description on information communication technology (ICT) acceptance especially in term of portal and testing the Portal acceptance model with Technology Acceptance Model (TAM) approach and measure the relations among the variables in TAM to predict ICT technology acceptance and Student's behavior on Andalas University. First, this research give the information influence perceived of ease of use and usefulness on students' attitude toward using portal. Second, this research give the information influence students' attitude toward using on students' behavioral intention. Finally, this research give the information influence students' behavioral intention on actual use of portal.

## **1.10 Significant of The Research**

Venkatesh et al. (2003) suggested future research to “address the link between user acceptance and individual or organizational usage outcomes”. This research is expected to give benefit for related parties, especially:

1) Andalas University uses this study as a material consideration in the

quest to improve portal system.

2) This research can increase knowledge and broaden horizons, especially

relating to the factors influence student used portal.

### **1.11 Organization of The Chapters**

In order to make it easier and make moderate the forwarding of content,

this research is divided into five chapters, they are:

#### **CHAPTER I: Introduction**

Elaborating on the background of the problem, formulation of the problem,

limiting the problem, research objectives, the benefits of research, and systematic

thesis.

#### **CHAPTER II: Literature Review**

This chapter contains descriptions of theoretical variables that include the theories

that support and underlie the variables used in the research and framework.

#### **CHAPTER III: Research Methods**

In this chapter put forward about the research design, population and sample data

and data sources, techniques data collection, operational definitions of variables,



and data analysis techniques.

#### CHAPTER IV: Research Findings and Discussion

This chapter present the results of research, statistical analysis, hypotesis testing,

and the discussion.

#### CHAPTER V: Conclusion

In this chapter contains the conclusions, limitation and recommendation and

research implication.