

**THESIS**

**BEHAVIOR USING ONLINE ADVERTISEMENT: USING TAM  
(TECHNOLOGY ACCEPTANCE MODEL)**



**BY:**

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*Proposed as a partial requirement to obtain Bachelor Degree*


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**BEHAVIOR USING ONLINE ADVERTISEMENT : USING TAM (TECHNOLOGY ACCEPTANCE MODEL)**

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**Abstract**

*The current research proposes the testing of TAM (Technology Acceptance Model) on online advertisement of Andalas University student with total of 220 respondents participated in this research by using convenience sampling technique and total question are 26 items. The findings indicate that perceived ease of use, perceived usefulness and attitudes toward online advertisement were positively related to behavior intention.*

**Keywords: tam, attitude, behavioral intention, online advertisement**

This thesis has already examined and passed on April 30, 2012. This abstract has already approved by supervisor and examiners:

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## PREFACE



In the name of Allah SWT The Most Merciful, the Most Gracious....

Alhamdulillah, all praises to Allah SWR for giving me chances, guidelines, knowledge, abilities and eagerness to finish this thesis with the title “Behavior Using Online Advertisement : Using TAM (Technology Acceptance Model)”.

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

Researcher realizes that this thesis cannot be finished without supports and helps from such parties who cannot be mentioned all. On this occurrence, I would like to express my gratitude to those who have supports, facilitating and encouraging me in life, especially in academics.

Researcher understands that this thesis still needs improvement due to few limitations. I, therefore 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, May 2012

Researcher

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of Research**

Technology growth rapidly over the time. Internet is one of the most useful invention in the world. Internet is an interconnected network of a vast number of networks and computers together (Laudon and Traver, 2004). The original aim of internet is to create a network that would allow users of a research computer at one university to able to “talk to” research computers at other universities. Today, the internet is a public, cooperative, and self-sustaining, the internet uses a portion of the total resources of the currently existing public telecommunication networks. Anyone can use or operate the Internet. They can use internet for many purpose, like entertainment, business, education, and others. By using internet, we have access to millions of pages information.

The revolutionary nature of the internet has dramatically impacted the computer and communications’ world like nothing before. Almost instantaneously, the Internet with its worldwide transmission capability has become a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for space, time and location (Leiner, 2003). The Internet revolution has changed the way individuals work, shop, search and collect information, and how they entertain and educate themselves. The technology has allowed for greater user capabilities, such as two-way

communication, control of navigation and creation of content, while the pervasiveness of this medium has created new challenges and opportunities for businesses' competing in today's dynamic environment, such as understanding consumer needs and expectations in online communication and interaction.

Advertisement definition is “any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor” (Kotler 2003, p. 590). There are so many advertisements that can be found in internet. Online Advertising can be defined as *internet advertising whose goal it is to drive customers to your website or locations, or to make a call regarding yours products or services.*

While traditional advertising is used by many companies to drive customers to their websites, many businesses are trying online ads (such as banners, pay-per-click ads, pay-per-call ads and pop-ups) in e-newsletters, on compatible websites, on search engines and in online versions of newspapers and magazines as a way of reaching people who use the internet for shopping or gathering information.

Online advertising is no longer “new” to businesses. We can find them in social network site like Facebook and MySpace. Not only has that, businesses also made special account in Twitter to promote their products and services. In facebook we can find so many advertisements, like clothes, gadget, toys, sport equipments, and other stuff. They put the advertisement on the right side of pages. If you click the advertisement, then you will direct to the advertisement page.

The growing availability and usage of Internet, particularly broadband Internet, has created a large audience for Internet advertising. More people are spending more time online. The Internet has reached well beyond the critical mass to be considered a medium economically viable for advertisers.

Development of new online advertising formats continues as the improved infrastructure of the medium has offered publishers and advertisers more possibilities to adopt more rich and compelling elements in creating advertising messages. From the original banner advertisements to large rectangles, skyscrapers, pop-ups, interstitials, flash animations, streaming videos, and search-engine sponsored links, advertisers, advertising agencies, and Internet publishers are trying a great variety of different formats to grab Internet users' attention. A question naturally follows: Are they effective?

TAM is one model used to predict information system usage. Davis D. Fred (1989) developed the Technology Acceptance Model that does so by using the independent variables of Perceived Usefulness and Perceived Ease-of-Use. TAM details how users come to accept and use a technology (Davis D. Fred 1989). The model suggests that when users receive a new software package, two factors influence their decision about how and when they will use it. They are Perceived Usefulness (PU) and Perceived Ease-of-Use (EOU; Davis D. Fred 1989). This model is one of the most widely employed in the IT literature in terms of predicting behavioral intent to use technologies. So in this research, researcher uses this model to see behavioral of users toward online advertisement.

TAM's four major variables are: Perceived Usefulness (PU as used within this research), Perceived Ease-of-Use (PEOU as used within this research), Attitude toward Using (A), and Behavioral Intention (BI). Perceived Usefulness is used as both a dependent and independent variable since it is predicted by Perceived Ease-of-Use, and is used to predict Attitude toward Using. Behavioral intention is usually measured using frequency of use, amount of time using, actual number of usages, and diversity of usage (Lee et al., 2003). The Lee et al. (2003) study found that Perceived Usefulness is a stronger determinant of Attitude toward Using than Perceived Ease-of-Use, noting that users willingly use the system that has a critically useful functionality (Davis, 1989).

Based on illustration above, researcher intents to conducting a research about user's behavior toward using online advertisement, title of this research is

**“Behavior using Online Advertisement : Using TAM (Technology Acceptance Model)”**

## **1.2 Problem Statement**

The research purpose is to answer this question:

*“How does Techonology Acceptance Model (TAM) explain behavioral intentions of toward online advertisement on Andalas University student?”*



### **1.3 Purpose of the Research**

This research purposed to identify the impact of Online Advertisement to behavior of the viewer. Analysis conducted through analyzing the information from many sources, and then this research able to describe the relationship of Online Advertisement with behavior of advertisement viewers.

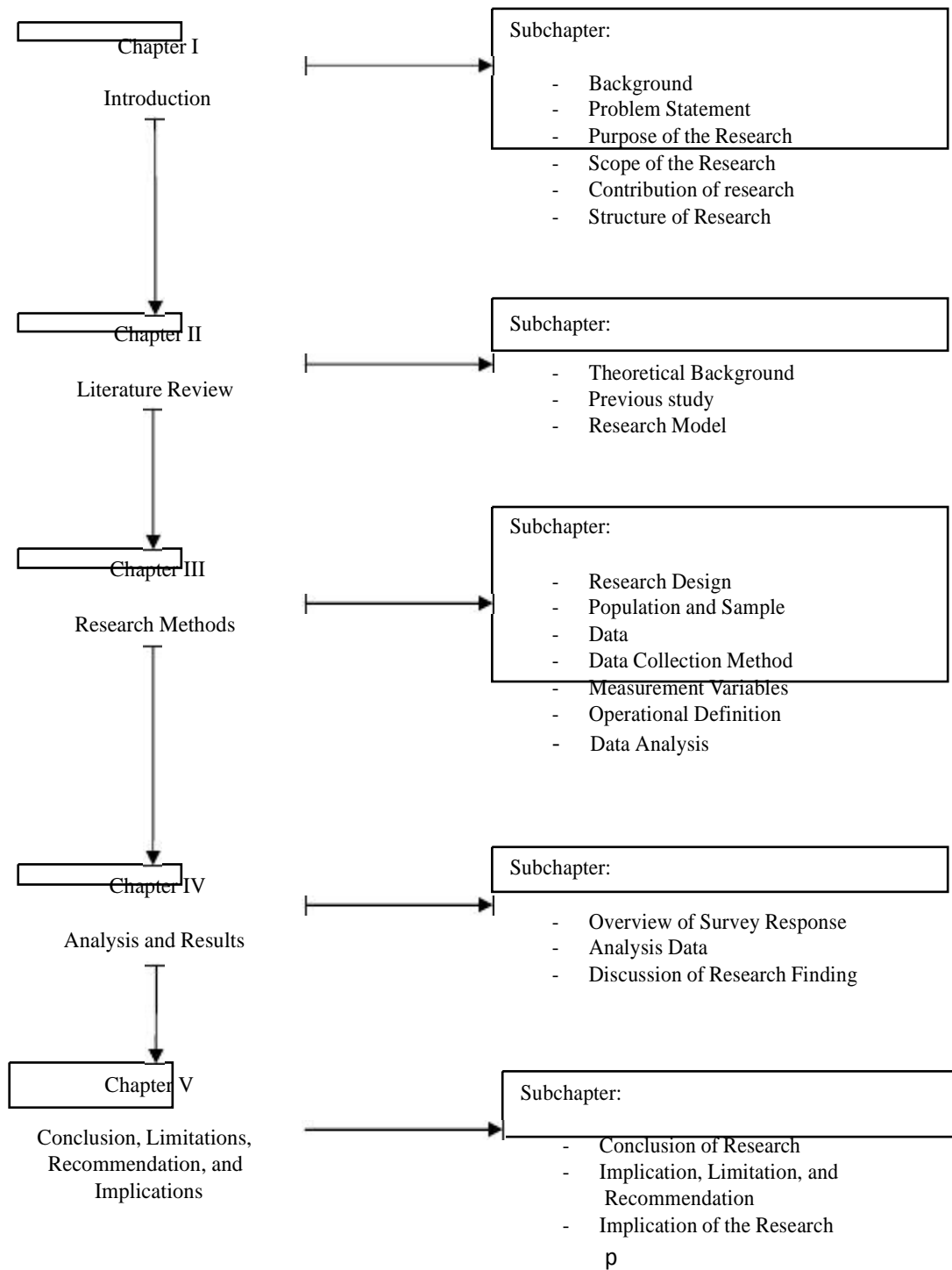
### **1.4 Scope of the Research**

This research has a limited scope of analyses in terms of numbers of variables and object of the research. The researcher limits the research context by focusing in students of Andalas University.

### **1.5 Contribution of the Research**

This research strengthen the theories relate to individual behavior and online advertisement. It is also expected to prove the perception toward online ads, and this research provides the data and information for the next research in similar area in the future. This research can be used by the company or any parties as references to create an effective ads in the internet.

## 1.6 Structure of Research



**Figure 1.1 Structure of Research**