

**PENGUNAAN APLIKASI OLLIN BY NAGARI OLEH NASABAH ASN
BANK NAGARI DI WILAYAH SUMATERA BARAT DENGAN
PENDEKATAN *TECHNOLOGY ACCEPTANCE MODEL* (TAM)**

TESIS



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**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BINIS
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*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis*

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**Tesis Oleh Beni Eka Yanti
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived usefulness* dan *perceived ease of use* terhadap *behavioral intention to use* serta dampaknya pada *actual use* aplikasi Ollin By Nagari dengan *attitude towards using* sebagai variabel intervening, studi Pada Nasabah ASN Bank Nagari Wilayah Sumatera Barat. Jenis penelitian yang digunakan dalam penelitian ini adalah *explanatory research*, dengan metode penelitiannya adalah *survey explanatory* yang mengedepankan metode kuantitatif. Sampelnya 145 nasabah Aparatur Sipil Negara Bank Nagari Wilayah Sumatera Barat yang menggunakan layanan aplikasi Ollin By Nagari. Teknik pengambilan sampel *purposive sampling*. Metode analisis data menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan *perceived usefulness* berpengaruh positif dan signifikan terhadap *attitude towards using*. *Perceived ease of use* berpengaruh positif dan signifikan terhadap *attitude towards using*. *Perceived usefulness* positif dan tidak berpengaruh signifikan terhadap *behavioral intention to use*. *Perceived ease of use* berpengaruh positif dan signifikan terhadap *behavioral intention to use*.

Attitude towards using berpengaruh positif dan signifikan terhadap *behavioral intention to use*. *Perceived usefulness* berpengaruh positif dan signifikan terhadap *behavioral intention to use* dengan *attitude towards using* sebagai variabel intervening. *Perceived ease of use* berpengaruh positif dan signifikan terhadap *behavioral intention to use* dengan *attitude towards using* sebagai variabel intervening. *Behavioral intention to use* berpengaruh positif dan signifikan terhadap *actual use*

Kata Kunci: *Perceived Usefulness; Perceived Ease Of Use, Attitude Towards Using; Behavioral Intention To Use; Actual Use*

**THE USE OF OLLIN BY NAGARI APPLICATION BY ASN CUSTOMERS
OF BANK NAGARI IN WEST SUMATRA REGION USING THE
TECHNOLOGY ACCEPTANCE MODEL (TAM) APPROACH**

Thesis by Beni Eka Yanti
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ABSTRACT

This study aims to analyze the influence of perceived usefulness and perceived ease of use on behavioral intention to use and its impact on actual use of the ollin by nagari application, with attitude towards using as an intervening variable (study on ASN Bank Nagari Customers in West Sumatra Region). The type of research used is explanatory research, with the research method being an explanatory survey that emphasizes quantitative methods. The sample 145 Civil Service customers of Bank Nagari, West Sumatra Region who use the Ollin By Nagari application service. Purposive sampling technique. Data analysis method using Structural Equation Modeling - Partial Least Square (SEM-PLS). The results showed that perceived usefulness has a positive and significant effect on attitude towards using. Perceived ease of use has a positive and significant effect on attitude towards using. Perceived usefulness has a positive but not significant effect on behavioral intention to use. Perceived ease of use has a positive and significant effect on behavioral intention to use. Attitude towards using has a positive and significant effect on behavioral intention to use. Perceived usefulness has a positive and significant effect on behavioral intention to use with attitude towards using as an intervening variable. Perceived ease of use has a positive and significant effect on behavioral intention to use with attitude towards using as an intervening variable. Behavioral intention to use has a positive and significant effect on actual use.

Keywords: *Perceived Usefulness, Perceived Ease Of Use, Attitude Towards Using, Behavioral Intention To Use, Actual Use*