

ABSTRAK

Lensapena.id merupakan sebuah *website* penyedia berita yang telah berdiri sejak tahun 2019. Namun banyak masyarakat yang belum mengetahui Lensapena.id dan kurangnya niat masyarakat dalam menggunakan *website* Lensapena.id. Oleh karena itu untuk mengetahui penerimaan Lensapena.id perlu dilakukan evaluasi penerimaan. Metode evaluasi yang digunakan pada penelitian ini adalah *Technology Acceptance Model (TAM)* dengan 5 variabel yaitu *Perceived Ease Of Use*, *Perceived Usefulness*, *Attitude Toward The Act*, *Behavioral intention* dan *Actual System Usage*. Pengambilan data dilakukan secara kuesioner, observasi dan wawancara. Asumsi sampel yang digunakan pada penelitian ini adalah 100 orang masyarakat umum. Hasil penelitian menunjukkan bahwa tingkat penerimaan Lensapena bernilai Netral dimana memiliki nilai sebesar 4,4 dan terdapat 4 hubungan yang diterima yaitu *Attitude Toward The Act* terhadap *Behavioral intention*, *Behavioral intention* terhadap *Actual System Usage*, *Perceived Ease Of Use* terhadap *Attitude Toward The Act*, *Perceived Ease Of Use* terhadap *Perceived Usefulness* dan 2 hubungan yang ditolak yaitu *Perceived Usefulness* terhadap *Attitude Toward The Act* dan *Perceived Usefulness* terhadap *Behavioral intention*. Berdasarkan penelitian yang dilakukan maka diberikan beberapa rekomendasi untuk meningkatkan penerimaan pada *website* Lensapena.id.

Kata kunci : Evaluasi, *Technology Acceptance Model (TAM)*, *Structural Equation Model (SEM)*, *SmartPLS*

ABSTRACT

Lensapena.id is a news provider website that has been established since 2019. However, many people do not know Lensapena.id and the public's lack of intention in using the Lensapena.id. Therefore, to find out the acceptance of Lensapena.id, it is necessary to evaluate the acceptance. The evaluation method used in this study is Technology Acceptance Model (TAM) with 5 variables, namely Perceived Ease Of Use, Perceived Usefulness, Attitude To the Act, Behavioral Intention and Actual System Usage. Data collection was done by questionnaires, observations and interviews. The sample assumption used in this study is 100 general public. The results showed that the level of acceptance of the Lensapena was worthy of Neutral which had a value of 4.4 and there were 4 accepted relationships, namely Attitude Toward The Act on Behavioral Intention, Behavioral Intention on Actual System Usage, Perceived Ease Of Use on Attitude Toward The Act, Perceived Ease Of Use on Perceived Usefulness and 2 rejected relationships, namely Perceived Usefulness on Attitude Toward The Act and Perceived Usefulness on Behavioral Intention. Based on the research conducted, several recommendations are given to increase acceptance on the Lensapena.id.

Keyword : Evaluation, Technology Acceptance Model (TAM), Structural Equation Model (SEM), SmartPLS

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