

PENGARUH *PERSONALIZATION*, *COMPUTER SELF EFFICACY*, DAN *TRUST* TERHADAP *PERCEIVED EASE OF USE* SERTA *PERCEIVED USEFULNESS* PADA PERUSAHAAN BANK DKI CABANG WALIKOTA JAKARTA BARAT. (Silvia dibimbing oleh Dr. MF. Arrozi Adhikara, SE., M.Si., Akt., CA.)

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh *personalization*, *computer self efficacy* dan *trust* terhadap *perceived ease of use* serta *perceived usefulness* pada perusahaan Bank DKI Cabang Walikota Jakarta barat. Jenis penelitian ini adalah kausalitas, menggunakan data primer melalui penyebaran kuisioner pada Bank DKI Cabang Walikota Jakbar. Pengambilan sampel dilakukan dengan metode *Purposive Sampling*, yaitu 65 responden dari 86 karyawan yakni karyawan yang menggunakan teknologi informasi lebih dari 1 (satu) tahun. unit analisisnya adalah individu, serta data analisis dengan menggunakan Analisis Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa secara simultan variabel *personalization*, *computer self efficacy* dan *trust* berpengaruh secara signifikan terhadap *perceived ease of use* serta *perceived usefulness*. Secara parsial menunjukkan bahwa variabel *trust* berpengaruh terhadap *perceived ease of use*. Sedangkan variabel independen lainnya yaitu *personalization*, dan *computer self efficacy* tidak berpengaruh terhadap *perceived ease of use*. *Adjusted R Square* menunjukkan 56,1%, sisanya 43,9% dipengaruhi oleh variabel lain. Secara parsial menunjukkan bahwa variabel *personalization* dan *trust* berpengaruh terhadap *perceived usefulness*. Sedangkan variabel independen lainnya yaitu *computer self efficacy* tidak berpengaruh terhadap *perceived usefulness*. *Adjusted R Square* menunjukkan 45,5%, sisanya 54,5% dipengaruhi oleh variabel lain. Hasil penelitian menunjukkan teknologi informasi membantu karyawan dalam mengakses data yang dibutuhkan, sehingga membuat pekerjaannya menjadi lebih mudah dan dapat meningkatkan produktifitas dan efektifitas pada pekerjaannya.

Kata Kunci : ***Personalization, Computer Self Efficacy, Trust, Perceived Ease of Use, Perceived Usefulness.***

EFFECT PERSONALIZATION, COMPUTER SELF EFFICACY, AND TRUST TO PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS IN BANK DKI JAKARTA WEST BRANCH MAYOR. (Silvia guided by Dr. MF. Arrozi Adhikara, SE., M.Sc., Akt., CA.)

ABSTRACT

This study aimed to assess the effect of personalization, computer self-efficacy and trust of the perceived ease of use and perceived usefulness to the enterprise branch of Bank DKI Jakarta Mayor West. This type of research is causality, using primary data through questionnaires in DKI Bank Branch Mayor of West Jakarta. Sampling was done by purposive sampling method, namely 65 respondents out of 86 employees that employees who use information technology more than 1 (one) year. the unit of analysis is the individual, as well as data analysis using Multiple Linear Regression Analysis. The results showed that simultaneous variable personalization, computer self-efficacy and trust significantly influence the perceived ease of use and perceived usefulness. Partially indicate that the trust variable effect on perceived ease of use. While the other independent variables, namely personalization, and computer self-efficacy does not affect the perceived ease of use. Adjusted R Square shows 56.1%, the remaining 43.9% is influenced by other variables. Partially indicates that the variable personalization and trust affect the perceived usefulness. While the other independent variables, namely computer self-efficacy does not affect the perceived usefulness. Adjusted R Square shows 45.5%, the remaining 54.5% is influenced by other variables. The results showed the information technology help employees access the required data, thus making the job easier and can improve the productivity and effectiveness at work.

Keywords : ***Personalization, Computer Self Efficacy, Trust, PerceivedEase of Use, Perceived Usefulness.***