

ABSTRAK

Pelatihan *online* menjadi lebih populer belakangan ini, sehingga banyak sekali bermunculan *platform* atau sistem pendidikan dan pelatihan modern berbasis *online*. Pelatihan *online* sendiri sekarang banyak diaplikasikan karena teknologi dan internet yang ada membuat proses pelatihan menjadi lebih flexibel dan efisien tak terbatas ruang dan waktu. Platform pelatihan yang sedang digemari atau populer di Indonesia ialah Skill Academy by Rangguru. Skill Academy sendiri merupakan *platform* pelatihan *online* yang hadir sebagai solusi untuk meningkatkan kompetensi masyarakat dalam mendapatkan pekerjaan, menaikkan *income*, dan memulai usaha secara profesional. Skill Academy ditujukan bagi mahasiswa, profesional, dan umum yang ingin meningkatkan *technical & soft skill* di berbagai bidang.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *performance expectancy*, *effort expectancy*, *social influence* dan *facilitating conditions* terhadap *behavioral intention* pada penggunaan platform Skill Academy by Rangguru secara parsial maupun simultan. Metode penelitian dikumpulkan melalui observasi, wawancara dan menyebarkan kuesioner dengan jumlah sampel sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *performance expectancy* dan *social influence* memiliki kategori kurang baik sedangkan *effort expectancy*, *facilitating conditions* dan *behavioral intention* memiliki kategori baik serta terdapat pengaruh positif dan signifikan antara pengaruh *performance expectancy*, *effort expectancy*, *social influence* dan *facilitating conditions* terhadap *behavioral intention* baik secara parsial maupun simultan.

Kata Kunci : *Behavioral Intention, Effort Expectancy, Facilitating Conditions, Social Influence, Pelatihan Online, dan Performance Expectancy*

ABSTRACT

Online training / online courses are becoming more popular in recent times, so there are lots of modern online-based education and training platforms or systems. Online training itself is now widely applied because technology and the internet make the training process more flexible and efficient without being limited by space and time. The training platform that is currently popular or popular in Indonesia is Skill Academy by Rangguru. Skill Academy itself is an online training platform that is present as a solution to improve people's competence in getting jobs, increasing income, and starting a business professionally. Skill Academy is intended for students, professionals, and the general public who want to improve their technical & soft skills in various fields.

This study aims to determine how much influence performance expectancy, effort expectancy, social influence and facilitating conditions have on behavioral intention to partially or simultaneously use the Skill Academy by Rangguru platform. The research method was collected through observation, interviews and distributing questionnaires with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation, and coefficient of determination. The results show that performance expectancy and social influence are in a poor category, while effort expectancy, facilitating conditions and behavioral intention have a good category and there is a positive and significant influence between the influence of performance expectancy, effort expectancy, social influence and facilitating conditions on behavioral intention partially. or simultaneously.

Keywords : Behavioral Intention, Effort Expectancy, Facilitating Conditions, Social Influence, Online Course, and Performance Expectancy