

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Technology Acceptance Model Terhadap Minat Penggunaan Sistem Informasi Akuntansi Berbasis E-Commerce Pada Aplikasi Shoope (Studi Kasus Pengrajin Di Cibaduyut Bandung) dengan variabel yang diteliti yaitu Perceived Ease Of Use (X1), Perceived Usefulness (X2) dan Minat Penggunaan Sistem Informasi Akuntansi berbasis E-Commerce (Y).

Penelitian ini menggunakan metode penelitian Analisis Deskriptif dan Analisis Verifikatif yang terdiri dari Analisis Regresi Linier Sederhana, Analisis Regresi Linier Berganda, Analisis Korelasi, Analisis Koefisien Determinasi, Pengujian Hipotesis secara parsial dan simultan.

Hasil dari penelitian ini yaitu Perceived Ease Of Use (X1), Perceived Usefulness (X2) berpengaruh secara signifikan terhadap Minat Penggunaan Sistem Informasi Akuntansi berbasis E-Commerce (Y) baik secara parsial maupun parsial.

Kata Kunci: Perceived Ease Of Use, Perceived Usefulness, Minat Penggunaan Sistem Informasi Akuntansi berbasis E-Commerce

ABSTRACT

This study aims to determine the influence of the Technology Acceptance Model on the Interest in Using an E-Commerce-Based Accounting Information System in the Shopee application (a case study of artisans in Cibaduyut, Bandung). The variables studied were Perceived Ease of Use (X1), Perceived Usefulness (X2), and Interest in Using an E-Commerce-Based Accounting Information System (Y).

This study used Descriptive Analysis and Verification Analysis methods, consisting of Simple Linear Regression Analysis, Multiple Linear Regression Analysis, Correlation Analysis, Coefficient of Determination Analysis, and partial and simultaneous Hypothesis Testing.

The results of this study indicate that Perceived Ease of Use (X1) and Perceived Usefulness (X2) significantly influence Interest in Using an E-Commerce-Based Accounting Information System (Y), both partially and partially.

Keywords: Perceived Ease of Use, Perceived Usefulness, Interest in Using an E-Commerce-Based Accounting Information System