PENGARUH *PERCEIVED EASE OF USE*, *PERCEIVED ENJOYMENT* DAN *USER EXPERIENCE* TERHADAP *BEHAVIOR INTENTION TO USE* LAYANAN *PODCAST* PADA MAHASISWA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived ease of use, perceived enjoyment*, dan *user experience* terhadap *behavior intention to use* pada layanan podcast. Penelitian ini menggunakan pendekatan kuantitatif. Sampel yang digunakan pada penelitian ini adalah seluruh pengguna podcast. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 104 responden. Pengumpulan data dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis yang digunakan dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil analisis data yang diperoleh dalam penelitian ini menunjukkan bahwa *perceived ease of use* berpengaruh signifikan terhadap *behavior intention to use*, dilihat dari nilai $t_{hitung} = 4,470$ dan nilai Sig. 0,000, jika dibandingkan dengan nilai t_{tabel} (1,983) maka $t_{hitung} > t_{tabel}$ dan Sig $< 0,05$, dan *user experience* berpengaruh signifikan terhadap *behavior intention to use*, dilihat dari nilai $t_{hitung} = 3.531$ dan nilai Sig. 0,001, jika dibandingkan dengan nilai t_{tabel} (1,983) maka $t_{hitung} > t_{tabel}$ dan Sig $< 0,05$, sedangkan *perceived enjoyment* tidak berpengaruh signifikan terhadap *behavior intention to use* dilihat dari nilai $t_{hitung} = 0,341$ dan nilai Sig. 0,734, jika dibandingkan dengan nilai t_{tabel} (1,983) maka $t_{hitung} < t_{tabel}$ dan Sig $> 0,05$. Namun *perceived ease of use, perceived enjoyment,* dan *user experience* secara simultan berpengaruh signifikan terhadap behavior intention to use dilihat dari nilai signifikansi yang diperoleh sebesar 0,000 kurang dari 0,05 ($<5\%$).

Kata Kunci: *Perceived Ease of Use, Perceived Enjoyment, User Experience, dan Behavior Intention to Use*

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED ENJOYMENT, AND USER EXPERIENCE ON BEHAVIOR INTENTION TO USE PODCAST SERVICES AMONG STUDENTS

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Abstract

This study aims to analyze the effect of perceived ease of use, perceived enjoyment, and user experience on behavior intention to use on podcast services. This study uses a quantitative approach. The sample used in this study was all podcast users. The method used in sampling is purposive sampling a number of 104 respondents. The data was collected by using a questionnaire method that has been tested for its validity and reliability. The analysis used in this study uses multiple linear regression analysis. The results of data analysis obtained in this study indicate that perceived ease of use has a significant effect on behavior intention to use, seen from the tcount = 4.470 and the Sig. 0.000, when compared with the value of t table (1.983), then tcount> ttable and Sig <0.05, and user experience has a significant effect on behavior intention to use, seen from the value of tcount = 3.531 and the value of Sig. 0.001, when compared with the t-table value (1.983), then tcount> ttable and Sig <0.05, while perceived enjoyment has no significant effect on behavior intention to use seen from the value of t = 0.341 and the value of Sig. 0.734, when compared with the value of t table (1.983) then t count <t table and Sig> 0.05. However, simultaneously perceived ease of use, perceived enjoyment, and user experience have a significant effect on behavior intention to use seen from the significance value obtained of 0.000 less than 0.05 (<5%).

Keywords: *Perceived Ease of Use, Perceived Enjoyment, User Experience, and Behavior Intention to Use*