

Analysis of the Level of Community Satisfaction with the Covid-19 Website in Karawang Regency Using the Technology Acceptance Model (TAM) Method 3

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Abstract. *The development of information technology is currently growing rapidly accompanying changes in society in lifestyle. Access to get information needs is now increasing, easy, fast, all of this is supported by the internet. As we all know, at the end of 2019 mankind around the world was shaken by the Corona Virus (Covid-19) pandemic which caused panic everywhere. Hundreds of thousands of people were infected and thousands more died. Then in early 2020, Covid-19 entered Indonesia. To provide information to the public, a website-based information system was built regarding the updated information about Covid-19. The purpose of this study was to determine the level of community satisfaction, especially in Karawang Regency. The method used in this study is the Technology Acceptance Model (TAM) 3. The population in this study is the entire community in Karawang Regency, while the sampling technique used is non-probability sampling with purposive sampling type so that the sample in this study is 100 respondents. The results of this study indicate that the variables of Benefit, Ease of Use, Ability to use Computer, Obligation to use, Interest in Usage Behavior, and Attitude of Use respectively significantly affect the level of community satisfaction with the Covid-19 website Karawang.*

Keywords: Covid-19, TAM 3, Covid-19 Website

1. INTRODUCTION

At the beginning of 2020, people around the world were shaken by the Corona Virus (Covid-19) pandemic which caused panic everywhere. Hundreds of thousands of people were infected and thousands more died. In Indonesia itself, the government has given appeals to the community in overcoming this epidemic so that it runs effectively and efficiently. WHO Since January 2020 has declared the world to be in a global emergency regarding this virus. This is an extraordinary phenomenon that occurs on earth in the 21st century, the scale of which can perhaps be compared to World War II, as large-scale events (international sporting events for example) are almost entirely postponed until they are cancelled (Buana, 2021). According to WHO (2020) since January 2020, Coronavirus Disease-19 (Covid-19) has infected more than 2,245,872 people worldwide. More than 152,000 people have been confirmed dead from this virus. Therefore, it is not surprising that government leaders in many countries are struggling to get out of the plague (Agustino, 2020).

The development of information technology is currently growing rapidly accompanying changes in society in lifestyle. Access to get information needs is now increasing, easy, fast, all of this is supported by the internet (Nugroho, 2015). The internet since 1990 has provided many new opportunities, especially in business operations as a means of exchanging information (Setiobudi & Wiradinata, 2018). According to (Fardani & Surendro, 2011) in exchanging information the internet can run

anywhere and anytime using applications such as e-mail, e-shop, e-promerement, crowd sourcing, e-marketplace and many more.

This study aims to determine the level of satisfaction and benefits of the Covid-19 website in Karawang. Several previous studies conducted by (Utama & Indriani, 2019), (Zahrah et al., 2019), (Sugihartono et al., 2020), (Novita & Helena, 2021) and (Hartatik & Budihartanti, 2020) revealed that to measure the level of user satisfaction can use the TAM 3 (Technology Acceptance Model) model. So that the research method used in this study is the TAM 3 Model.

2. LITERATURE REVIEW

2.1 Coronavirus Disease 2019

COVID-19 (coronavirus disease 2019) is a disease caused by a new type of coronavirus, namely Sars-CoV-2, which was first reported in Wuhan China on December 31, 2019. This COVID-19 can cause acute respiratory symptoms such as fever above 38 °C, coughing and shortness of breath for humans. In addition, it can be accompanied by weakness, muscle aches, and diarrhea. In patients with severe COVID-19, it can cause pneumonia, acute respiratory syndrome, kidney failure and even death. COVID-19 can be transmitted from human to human through close contact and droplets (splashes of liquid when sneezing and coughing), not through the air. The shape of COVID-19 when viewed through an electron microscope (respiratory fluid/throat swab) and depicted again the shape of COVID-19 is like a virus that has a crown (Kementerian Kesehatan Republik Indonesia, 2020).

2.2 Analysis

According to (Sugiyono, 2015) Analysis is an activity to look for patterns, or ways of thinking related to systematic testing of something to determine parts, relationships between parts, and their relationship to the whole. Meanwhile, according to (Majid, 2013) Analysis is (the ability to decipher) is to describe the unit into separate units, divide the unit into sub-sections or parts, distinguish between the same two, choose and regarding the differences (among several that are in one unit).

2.3 Technology Acceptance Model (TAM) 3

The Technology Acceptance Model (TAM) is a model developed by Davis in 1989 to test a theoretical model of the effect of system characteristics on user acceptance of computer-based information systems (Kurniawan & Endahjati, 2020).

According to (Rosidah, 2018), TAM 3 is a research model introduced by Davis in 1989, which can be used to predict the adoption of information technology. This TAM aims to explain and estimate user acceptance of an information system.

Technology Acceptance Model 3 (TAM) 3 is one method that can measure the behavior of information technology users. TAM 3 discusses the interrelationships of the constructs (nomological network) that determine why individuals adopt and use Information Technology (IT). 17 variables in TAM 3, each variable is connected to each other (Prasetyo, 2016).

TAM 3 has 17 additional variables such as anchor factors (Computer self-efficacy, Perception of external control, Computer anxiety and Computer playfulness), adjustment factors (Perceived playfulness, Objective usability), Image, Job relevance, Output quality, Result demonstrability, Subjective norm, Experience and Voluntariness which can affect Perceived usefulness and Perceived ease of use can then affect

Behavioral intention and finally Use Behavior (UB) (Adetimirin, 2015).

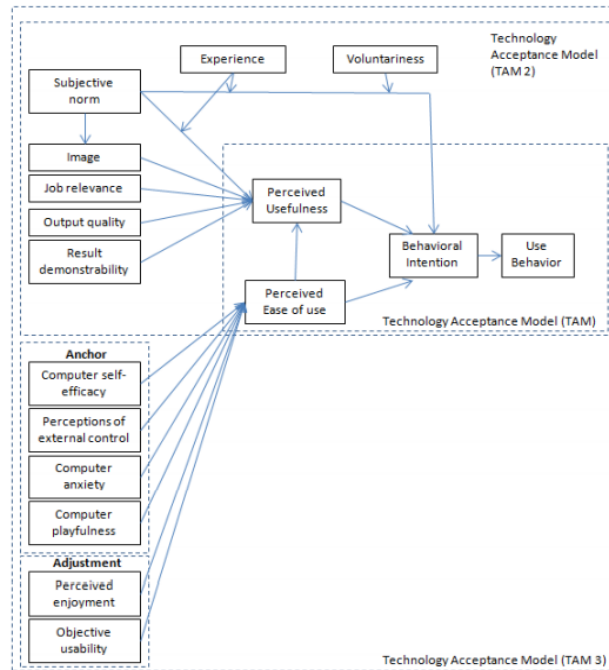


Figure 1. Technology Acceptance Model 3
Source: (Adetimirin, 2015)

3. RESEARCH METHODS/METHODOLOGY

This study uses a quantitative approach, namely research by analyzing data using numbers. This research is a field research, this is because in obtaining data from direct observations to users by using a questionnaire. The research method used in this study is the Technology Acceptance Model (TAM) 3. The population in this study is the community in Karawang Regency, while the sampling technique in this study is non-probability sampling with purposive sampling type with a sample of 100 respondents. The TAM 3 research model in this study is as follows.

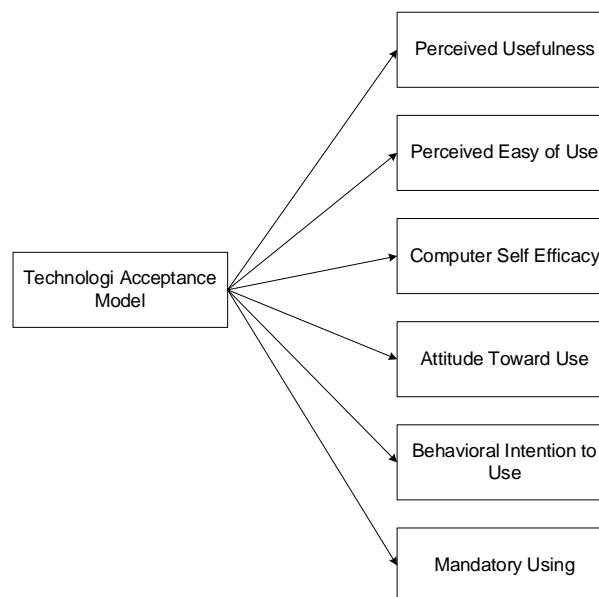


Figure 2. Research Model

4. RESULTS AND DISCUSSION

4.1 Characteristics of Respondents

Characteristics of respondents in this study can be seen in the tables below.

Table 1. Respondents by Gender

No	Gender	Amount	Percentage
1	Man	73	73%
2	Woman	27	27%
	Total	100	100%

Based on table 1 above, it can be seen that there are 73 male respondents (73%) more than female respondents as many as 27 people (27%).

Table 2. Information about the Covid-19 Website

No	Information	Amount	Percentage
1	Friend	20	20%
2	Family	5	5%
3	Social Media	75	75%
	Total	100	100%

Based on table 2 above, it can be seen that the majority got information about the first information from social media as many as 75 people (75%), friends as many as 20 people (20%) and finally knowing webiste information as many as 5 people (5%) obtained from family.

Table 3. Respondents by Age

No	Age	Amount	Percentage
1	Teenagers	27	27%
2	Adult	51	51%
3	Parents	22	22%
	Total	100	100%

Based on table 3 above, it can be seen that there are 51 respondents (51%), parents (22%) and 27 people (27%).

Table 4. Respondents Based on Education

No	Education	Amount	Percentage
1	Elementary/ Middle School	15	15%
2	High School	23	23%
3	Bachelor's degree	38	38%
4	Master degree	19	19%
5	Doctoral	5	5%
	Total	100	100%

Based on table 4 above, it can be seen that the majority of respondents have an average bachelor's degree education of 38 people (38%), then high school level 23 people (23%), 19 people master degree (19%), elementary/junior high school 15 people (15 %), and at least 5 people have doctoral education (5%).

Table 5. Number of Respondents Based on Profession

No	Profession	Amount	Percentage
1	Private Employees / Employee	24	24%
2	Entrepreneur	12	12%
3	Student	48	48%
4	Civil Servant / TNI / Polri	16	16%
	Total	100	100%

Based on table 5. above, it can be seen that the majority of respondents work as students on average as many as 48 people (48%), private employees/employees as many as 24 people (24%), Civil Servants/TNI/Polri as many as 16 people (16%) and at least 12 entrepreneurs (12%).

4.2 Validity Test

The data obtained by the researcher from the results of distributing questionnaires to a sample of 100 respondents in Karawang and several areas in Karawang obtained the results of validity analysis assisted by using SPSS, the authors can find out that the questionnaire is valid or invalid by comparing the critical r value (r count 0.300: valid) or (r count 0.300: invalid).

Table 6. Validity Test Results

Variable	Code	Statement	r Count	r Kritis	Criteria
Perceived Usefulness (X1)	X1.1	Get information easier	0,849	0,195	Valid
	X1.2	Get information faster	0,761	0,195	Valid
	X1.3	Lots of information	0,863	0,195	Valid
	X1.4	Effectively get information	0,883	0,195	Valid
	X1.5	Easy to access	0,894	0,195	Valid
	X1.6	Multi-platform	0,613	0,195	Valid
	X1.7	Faster information	0,666	0,195	Valid
	X1.8	Productivity in getting information	0,881	0,195	Valid
	X1.9	Effectiveness in getting information	0,901	0,195	Valid
Perceived Easy of Use (X2)	X2.1	Easy to learn	0,305	0,195	Valid
	X2.2	Easy to understand features	0,382	0,195	Valid
	X2.3	Long time	0,413	0,195	Valid
	X2.4	Flexible	0,376	0,195	Valid
	X2.5	Easy to adjust to your needs	0,787	0,195	Valid
	X2.6	Very responsive, fast and adaptable to user needs	0,661	0,195	Valid
	X2.7	Easy to operate	0,731	0,195	Valid
	X2.8	Features easy to operate	0,754	0,195	Valid
	X2.9	Menu is not difficult to use	0,802	0,195	Valid
	X2.10	Easy to interact	0,629	0,195	Valid
	X2.11	No problems interacting	0,600	0,195	Valid
	X2.12	It doesn't take long to interact	0,732	0,195	Valid
Computer Self Efficacy (X3)	X3.1	Easily accessible on the mobile application	0,492	0,195	Valid
	X3.2	Easy to use	0,789	0,195	Valid
	X3.3	Very fast access	0,882	0,195	Valid
Attitude Toward Use (X4)	X4.1	Enjoy using the Karawang covid-19 website application?	0,760	0,195	Valid
	X4.2	Welcoming positively the existence of the Karawang covid-19 website?	0,807	0,195	Valid
	X4.3	Intention from yourself to use the website covid-19 Karawang?	0,345	0,195	Valid
	X4.4	Do you use the Karawang covid-19 website every day?	0,782	0,195	Valid
	X5.1	How often do you open the Karawang covid-19 website?	0,848	0,195	Valid

Variable	Code	Statement	r Count	r Kritis	Criteria
Behavioral Intention to Use (X5)	X5.2	Do you often check for data differences?	0,781	0,195	Valid
	X5.3	Almost every day you see the covid-19 website?	0,830	0,195	Valid
	X5.4	Sharing information from the covid-19 website with others?	0,408	0,195	Valid
Mandatory Using (X6)	X6.1	Do you remember the covid-19 website url?	0,881	0,195	Valid
	X6.2	Comparing the covid-19 website with other covid-19 apps?	0,849	0,195	Valid

Based on the tables above, all indicators of perceived benefits, Ease of Use, Ability to use Computers, Usage Attitudes, Interest in Usage Behavior, and Obligations to use are declared valid, respectively, because r count is greater than 0.300 (r count 0.300).

4.3 Reliability Test

To determine the reliability of each variable in this study, researchers used SPSS tools. By using the SPSS tool, researchers can find out that the questionnaire is reliable or unreliable, which means $r > 0.600$ or $r < 0.600$. The results of the reliability test are as follows:

Table 7. Reliability Test Results

Variable	r Count	r Kritis	Criteria
Perceived Usefulness (X1)	0,933	0,600	Reliabel
Perceived Easy of Use (X2)	0,883	0,600	Reliabel
Computer Self Efficacy (X3)	0,695	0,600	Reliabel
Attitude Toward Use (X4)	0,609	0,600	Reliabel
Behavioral Intention to Use (X5)	0,686	0,600	Reliabel
Mandatory Using (X6)	0,663	0,600	Reliabel

Based on table 7 above, it can be seen that the perceived easy of use variable has an r value of 0.933, the perceived usefulness variable has an r value of 0.833, the attitude toward use variable has an r value of 0.695, the ability to use computers (computer self-efficacy) and interest in usage behavior (behavioral intention to use) has an r of 0.686 and the variable of obligation in use (mandatory using) has an r value of 0.663. Based on this value, the six perceptions of variables in this study are declared reliable because $r \text{ count} > r \text{ critical}$, $r \text{ count} > 0.600$.

4.4 Discussion (Descriptive Analysis)

After the validity and reliability tests were carried out and all were declared valid and reliable, the next step was data analysis, in this study the researchers used descriptive analysis. In this analysis, it begins by first finding the lowest score and the highest score. The lowest score is the result of multiplying the lowest weight calculation with the number of samples, while the highest score is the result of multiplying the highest weight with the number of samples.

In this study the researchers measured using the formula range of the scale as follows:

$$\begin{aligned}
 \text{Lowest score} &= \text{lowest weight} \times \text{number of samples} \\
 &= 1 \times 100 \\
 &= 100 \\
 \text{Highest score} &= \text{highest weight} \times \text{number of samples} \\
 &= 5 \times 100 \\
 &= 500
 \end{aligned}$$

To measure the scale range use the formula:

$$RS = \frac{n(m - 1)}{m}$$

Information:

RS : scale range
n : number of samples
m : number of alternative answers for each item

Is known:

n = 100
m = 5

So based on these calculations, the scale range in this study is obtained:

Table 8. Scale Range

No	Code	Scale Range	Criteria
1	SD	100 - 180	Strongly Disagree
2	D	180,1 - 260	Disagree
3	N	260,1 - 340	Neutral
4	A	340,1 - 420	Agree
5	SA	420,1 - 500	Strongly Agree

Based on the table above, each scale range consists of six perceptions, namely Perceived Usefulness, Perceived Easy of Use, Computer Self Efficacy, Mandatory Using, Behavioral Intention to Use, and Attitude Toward Use.

Analysis of Perceived Usefulness

Based on the results of analysis on the perceived usefulness variable (X1), a total score of 9 questions, the highest value of this dimension is 461, which is using the multi-platform covid-19 website. Variable X1 is in the scale range between 420.1 - 500 with an average score of 436. So the perceived benefits are in the criteria of strongly agree. That is, the X1 variable strongly agrees to affect people's satisfaction.

Table 9. Variable Indicators of Perceived Usefulness (X1)

No.	Perceived Usefulness (X1)	Likert Scale					Total Sample	Score	
		SA	A	N	D	SD			
		5	4	3	2	1			
1	X1.1	39	60	1	0	0	100	438	
2	X1.2	23	71	6	0	0	100	417	
3	X1.3	29	69	2	0	0	100	427	
4	X1.4	34	62	4	0	0	100	430	
5	X1.5	34	66	0	0	0	100	434	
6	X1.6	64	33	3	0	0	100	461	
7	X1.7	62	35	3	0	0	100	459	
8	X1.8	30	69	1	0	0	100	429	
9	X1.9	30	70	0	0	0	100	430	
	Total Score	3925	87%						
	Ideal Total Score	4500							
	Average Score	436							

Analysis of Perceived Easy of Use

The variable Perceived easy of use (X2) has a total score of 12 questions with the highest score from this perception being 461, which is easy to interact with the Karawang covid-19 website. Variable X2 is in the scale range between 420.1 - 500 with an average score of 433. So the X2 variable is in the criteria of strongly agree. That is, the X2 variable strongly agrees to affect people's satisfaction.

Table 10. Variable Indicators of Perceived Easy of Use (X2)

No.		Likert Scale		Score
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	Perceived Easy Of Use (X2)	SA	A	N	D	SD	Total Sample		
		5	4	3	2	1			
1	X2.1	41	58	1	0	0	100	440	
2	X2.2	29	67	4	0	0	100	425	
3	X2.3	24	71	5	0	0	100	419	
4	X2.4	31	65	4	0	0	100	427	
5	X2.5	37	62	1	0	0	100	436	
6	X2.6	21	74	5	0	0	100	416	
7	X2.7	28	71	1	0	0	100	427	
8	X2.8	31	62	7	0	0	100	424	
9	X2.9	35	65	0	0	0	100	435	
10	X2.10	62	37	1	0	0	100	461	
11	X2.11	62	34	4	0	0	100	458	
12	X2.12	30	68	2	0	0	100	428	
	Total Score	5196	87%						
	Ideal Total Score	6000							
	Average Score	433							

Analysis of Computer Self Efficacy

Based on the results of the analysis on the computer self-efficacy variable (X3), a total score of 3 questions with the highest value of this perception is 440, which is easy to use. Variable X3 is in the scale range between 420.1 - 500 with an average score of 433. Then the variable (X3) is in the criteria of strongly agree. That is, the X3 variable strongly agrees to affect people's satisfaction.

Table 11. Variable Indicators of Computer Self Efficacy (X3)

No.	Computer Self Efficacy (X3)	Likert Scale					Total Sample	Score	
		SA	A	N	D	SD			
		5	4	3	2	1			
1	X3.1	40	60	0	0	0	100	432	
2	X3.2	29	68	3	0	0	100	440	
3	X3.3	32	68	0	0	0	100	426	
	Total Score	5196	87%						
	Ideal Total Score	6000							
	Average Score	433							

Analysis of Attitude Toward Use

Based on the results of the research on the attitude toward use variable (X4), a total score of 4 questions with the highest value from this perception is 440, namely every day using the Karawang covid-19 website. The X4 variable is in the scale range between 420.1 – 500 with an average score of 430. So the X4 variable is in the criteria of strongly agree. That is, the X4 variable strongly agrees to affect people's satisfaction.

Table 12. Variable Indicators of Attitude Toward Use (X4)

No.	Attitude Toward Use (X4)	Likert Scale					Total Sample	Score	
		SA	A	N	D	SD			
		5	4	3	2	1			
1	X4.1	24	74	2	0	0	100	422	
2	X4.2	29	66	5	0	0	100	424	
3	X4.3	33	67	0	0	0	100	433	
4	X4.4	41	58	1	0	0	100	440	
	Total Score	1719	87%						
	Ideal Total Score	2000							
	Average Score	430							

Analysis of Behavioral Intention to Use

Based on the results of the analysis of the behavioral intention to use variable (X5), a total score of 4 questions with the highest value from this perception is 439, which is

almost every day you see the Karawang covid-19 website. Variable X5 is in the scale range between 420.1 - 500 with an average score of 432. Then the X5 variable is in the criteria of strongly agree. That is, the X5 variable strongly agrees to affect people's satisfaction.

Table 13. Variable Indicators of Behavioral Intention to Use (X5)

No.	Behavioral Intention to Use (X5)	Likert Scale					Total Sample	Score	
		SA 5	A 4	N 3	D 2	SD 1			
1	X5.1	31	69	0	0	0	100	431	
2	X5.2	28	71	1	0	0	100	427	
3	X5.3	39	61	0	0	0	100	427	
4	X5.4	32	68	0	0	0	100	432	
	Total Score	1729	86%						
	Ideal Total Score	2000							
	Average Score	432							

Analysis of Mandatory Using

Based on the results of the analysis of the mandatory using variable (X6) a total score of 2 questions with the highest value of this dimension is 441, namely Given the url of the Karawang covid-19 website. Variable X6 is in the scale range between 420.1 - 500 with an average score of 436. Then the X5 variable is in the criteria of strongly agree. That is, the X6 variable strongly agrees to affect people's satisfaction.

Table 15. Variable Indicators of Mandatory Using (X6)

No.	Mandatory Using (X6)	Likert Scale					Total Sample	Score	
		SA 5	A 4	N 3	D 2	SD 1			
1	X6.1	42	57	1	0	0	100	441	
2	X6.2	30	70	0	0	0	100	430	
	Total Score	871	87%						
	Ideal Total Score	1000							
	Average Score	436							

CONCLUSION

Based on the results of calculating the level of satisfaction and benefits of the covid-19 website in Karawang using the TAM (Technology acceptance model) method with six perceptions, namely Perceived Usefulness, Perceived Easy of Use, Computer Self Efficacy, Mandatory Using, Behavioral Intention to Use, Attitude Toward Use. criteria strongly agree. So the TAM method has a positive effect on the community, with the covid-19 webiste in Karawang, information will be in direct contact with the community more quickly. The quality of the website provided by the Ministry of Communication and Information as a medium of information to the public is very good because of the large amount of information provided, not only Covid-19 monitoring data but also the Covid-19 social assistance transparency budget which is stored on the website for budget transparency in the Karawang district.

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