

ANALISIS MINAT GURU DALAM MENGADOPSI LMS SOKRATES DI SMP DAN SMA-K STRADA TANGERANG

ABSTRAK

Abstract: This research aims to analyze teachers' interest in adopting the Socratic Learning Management System (LMS) using the Technology Acceptance Model (TAM). The data collection process was through pretest, interviews and online surveys on 123 middle school and high/vocational school teachers at the Strada school, Tangerang Branch and hypothesis testing was processed using SmartPLS 4.0. The results of the research show that perceived ease of use has a positive and significant effect on perceived usefulness, while perceived ease of use and perceived usefulness have a positive effect on teachers' attitudes in using Sokrates LMS. Perceived usefulness has a positive and significant effect on teacher interest, while perceived ease of use has no effect on teacher interest in using Sokrates LMS. The teacher's attitude towards the Socratic LMS has a positive and significant effect on teacher interest. Apart from that, perceived ease and perceived usefulness have a positive and significant effect on interest in using, mediated by the teacher's attitude towards the Sokrates LMS. This research provides implications so that the Strada Association can develop strategies to build user trust so that it increases interest in using Sokrates LMS.

Keywords: Percieved Ease of Use, Percieve Usefulness, Attitude Toward Usage, Behavioural Intention to Use

Abstrak: Penelitian ini bertujuan untuk menganalisis minat guru dalam mengadopsi Learning Management System (LMS) Sokrates menggunakan model Technology Acceptance Model (TAM). Proses pengumpulan data melalui pretest, wawancara, dan survei online pada 123 guru SMP dan SMA/K di sekolah Strada Cabang Tangerang dan pengujian hipotesis diolah menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa persepsi kemudahan berpengaruh positif dan signifikan terhadap persepsi kegunaan, sedangkan persepsi kemudahan dan persepsi kegunaan berpengaruh positif terhadap sikap guru dalam menggunakan LMS Sokrates. Persepsi kegunaan berpengaruh positif dan signifikan terhadap minat guru, sedangkan persepsi kemudahan tidak berpengaruh pada minat guru untuk menggunakan LMS Sokrates. Sikap guru terhadap LMS Sokrates berpengaruh positif dan signifikan terhadap minat guru. Selain itu, persepsi kemudahan dan persepsi kegunaan berpengaruh positif dan signifikan terhadap minat menggunakan dimediasi oleh sikap guru terhadap LMS Sokrates. Penelitian ini memberikan implikasi agar Perkumpulan Strada dapat mengatur strategi untuk membangun kepercayaan pengguna sehingga menumbuhkan minat untuk menggunakan LMS Sokrates.

Kata Kunci: Kegunaan, Kemudahan, Sikap, Minat