ABSTRACT

ACCEPTANCE OF BLOG TECHNOLOGY IN E-BUSINESS COURSE
AT BINUS UNIVERSITY

The main purpose of this research was to introduce blog technology for learning e-business course to students and lecturer at BINUS University as new lecturing method. The research also gave an opportunity for BINUS University to develop its blog application suitable for other courses by giving preliminary students’ acceptance level of blog technology and act as complimentary or substitute tool for discussion forum on BiNus Maya. This study assessed user acceptance of blog technology as the main focus of using it as learning tools in university by proving the positive relationship between performance expectancy, effort expectancy, and social influence with behavioral intention. Thus, behavioral intention was positively associated with actual use of blog technology. This study conducted a research about student’s acceptance of blog technology using Unified Theory of Acceptance and Use of Technology (UTAUT) framework. Data were collected by using a survey instrument based on UTAUT and from the blog itself. Data analysis method was descriptive analysis method for qualitative data. Linear regression was used to determine the relationship of proposed hypothesis. T-test method was used to find any positive significant influence from moderator factors of gender and experience with performance expectancy, effort expectancy, and social influence. The result of this study was social influence and performance expectancy had positive significant influence for Behavioral Intention, but effort expectancy did not have any positive significant influence. Behavioral intention is an essential factor for positive actual usage of technology, but in this study behavioral intention to adopt the blog technology did not have any positive relationship with actual use of blog technology. Furthermore, both gender and experience did not demonstrate a moderating effect on the blog use. (M S)

Keywords: Blog, UTAUT, Technology Acceptance, e-Learning