

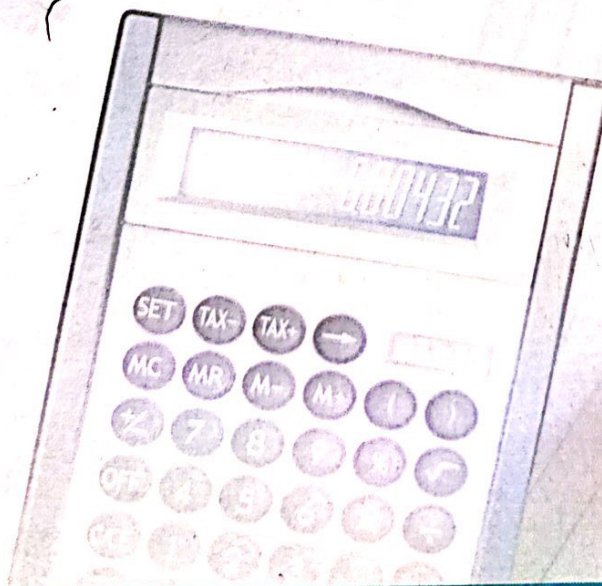


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at Hasanuddin University, Indonesia

**“Enhancing
Competitiveness of
the Emerging Market
Countries in
Global Trade”**

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EFFECT OF TECHNOLOGY ACCEPTANCE MODEL ON THE USE OF INFORMATION SYSTEMS INTEGRATED STUDENT ACADEMIC TO STUDIES PROGRAM FACULTY OF ACCOUNTING ECONOMICS UNIVERSITY OF MUSLIM INDONESIA

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Abstract

This study wanted to give an explanation that is powerful and simple for the Indonesian Muslim University, especially the Faculty of Economics for technology acceptance SIMPADU and the behavior of its users to view the variable effect perceived usefulness, perceived ease of use of the variable behavioral intention to use academic information system integrated with variable attitude toward using. This study is expected to produce a conceptual and empirical study of the behavior of students in using academic information system facilities. This study therefore provides feedback for universities to improve and increase the use of academic information system services according to the needs of students. The results of this study indicate the variables perceived usefulness and perceived ease of use has a positive and significant correlation directly to the attitude toward using technology. The study also found how the behavioral intention to use can be formed from the direct influence of perceived usefulness without attitude toward using behavioral intention to use but can not be formed on the direct effect of perceived ease of use. Likewise behavioral intention to use shall be formed from the direct influence of attitude toward using technology because they do not have a positive and significant impact.

Keywords: *Integrated Academic Information System, Tehnology Acceptance Model, Student, Structural Equation Model*