

Aplikasi technology acceptance model (TAM) dengan mempertimbangkan gender pada perilaku penggunaan internet

Deskripsi Dokumen: <http://lib.ui.ac.id/bo/uibo/detail.jsp?id=119506&lokasi=lokal>

Abstrak

The purpose of this paper is to test gender as moderating variable in technology acceptance model (ATM). TAM describe that perceived usefulness and perceived ease of use are an important antecedence to explain behavior intention to specific act related information technology such as using internet....