

ABSTRACT

The research was distributed by quality of education Indonesia which is still lagging compared to other countries. Jakarta as the capital city should be able to become a pilot city in the education field, for which the author chose a South Jakarta where it is the city that has the largest university in the region of D.K.I Jakarta. Focus in this research is the Task Technology Fit on technology supporting academic and Habitual Use in using these technologies influences the performance of the individual lecturers. This research was done using Structural Equation Modeling Partial Latest Square (PLS-SEM) which is useful for identifying the main variables contained on the endogeneous latent variables. As for the variables used in the study was the individual performance, task technology fit, habitual use, task mobility, task feedback, system reliability, system accessibility, system quality, self efficacy, trust, perceived critical mass, and reputation. The type of research used in this study is causal research with data collection through the dissemination of a questionnaire which is then processed with SmartPLS 3.0. Mentioned questionnaire distributed to 77 respondents originating from University of Paramadina, Sahid University, and University of Al-Azhar Indonesia. Based on hypothesis testing, obtained the result of five hypothesis accepted and seven hypothesis were rejected.

Key Words: Task Technology Fit, Habitual Use, Individual Performance, PLS-SEM