ABSTRACT

The technology is more advanced and developed is a major factor in an attemp to improve the performance of individuals within a company. Not only the company, education should also improve the performance of individuals in it, especially the lecturers as teachers. This study discusses whether the Task Technology Fit on technology supporting academic and Habitual Use of such technology users have given significant positive influence on performance of individual lecturers. The research model used in this study is the Structural Equation Modeling Partial Latest Square (PLS-SEM) and sampling techniques used was Quota Sampling with 87 respondents originating from University of Pancasila, Prof. Dr. Moestopo University, and University of Persada Indonesia Y.A.I. Variables used in this research is the Task Technology Fit, Individual Performance, Habitual Use, Task Mobility, Task Feedback, System Reliability, System Accessibility, System Quality, Trust, Self Efficacy, Perceived Critical Mass, and Reputation. After testing the hypothesis, the hypothesis that 5 results obtained are accepted and 7 hypothesis are rejected.

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