

ABSTRACT

Youtube is a video sharing website that allows people to view, upload and share a various videos. Based on interviews from nine lecturers of Telkom University, though Youtube popular as an entertainment medium, it has become a valuable learning resource and is being considered as an alternative to delivering teaching materials. However, there is no empirical evidence of factors that influence the use of information resources such as Youtube for learning purposes.

The method used in this study is TAM model to identify the behavioral intention of Youtube as a learning resource approach measures by four variables: Perceived Ease of Use, Perceived Usefulness, Attitude to Use, and Behavioral Intention. It aims to know the effects of Perceived Ease of Use towards Perceived Usefulness, Perceived Ease of Use towards Attitude to Use, Perceived Usefulness towards Attitude to Use, and Attitude towards Use towards Behavioral Intention. Also, to know whether this model fits to the studied data.

This research method using quantitative approach. The data was collected by Telkom University lecturers using Youtube as a learning resource of 155 respondents, that are defined by the type of quota sampling from non-probability sampling method. Scstructural Equation Modelling (SEM) is used in this research. There are 21 items of questions scaled by likert.

The result of this research shows that Perceived Ease of Use variable proved affects towards Perceived Usefulness, Perceived Ease of Use variable unproved affects towards Attitude to Use, Perceived Usefulness variable proved affects towards Attitude to Use, and Attitude to Use proved affects towards Behavioral Intention. The results on the model tested indicates that this model fits to the data.

This research is expected to be useful for Youtube in order to increase the behavioral intention of Youtube as learning resource. This research is expected to be an empirical evidence as to the factors influencing the use of an information resource factors, such as Youtube as learning resource in Indonesia.

Keywords: youtube, tecnology acceptance model, structural equation modeling.