ABSTRACT

ACCEPTABILITY OF READY TO MARRY AND PREGNANT APPLICATIONS (ELSIMIL) FOR PROSPECTIVE BRIDES USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM) METHOD

The government continues to develop human resources (HR) to improve the quality of the workforce. To ensure that Indonesian society continues to develop and is able to compete with other countries in various fields of life, the development of this sector is crucial. Indonesia is still above other countries in terms of the Human Development Index. As a respondent, the researcher wants to achieve certain goals based on certain criteria. The Elsimil application is the subject of this research. The application called Elsimil, also known as Elektronik Siap Nikah dan Hamil, is intended to identify factors that could potentially lead to stunting in women who are about to get married. It is known that marrying with children is one of the causes of stunting. The study involved about 30 respondents. The basic random sampling method was used to select the respondents. The results of hypothesis testing conducted using the SmartPLS tool. It should be noted that perceived ease of use (PE) has a positive impact on perceived usefulness (PU). Therefore, the easier the application is to use, the more benefits users get. According to theory, perceived usefulness (PU) has a positive impact on attitude of use (AU). In other words, if users find the application useful, they will definitely get a positive response using the simple random sampling method. The results of hypothesis testing carried out using SmartPLS assistance. It is known that Perceived Ease of Use (PE) has a positive effect on Perceived Usefulness (PU). This means that the easier the application is to use, the greater the user feels the benefits of the application. Perceived Usefulness (PU) theoretically has a positive effect on Attitude of Use (AU). This means that if users find the application useful, they tend to have a positive attitude.

Keywords: elisimil application, Human development, resources, SmartPLS