

INTISARI

Penelitian ini bertujuan menganalisis Pengaruh Persepsi Kemudahan dan Persepsi Manfaat dengan Mempertimbangkan *Computer Self Efficacy* terhadap Minat Menggunakan *E-Book* pada Mahasiswa Prodi Manajemen fakultas Ekonomi Universitas Muhammadiyah Yogyakarta. Subjek dalam penelitian ini adalah Mahasiswa yang mengetahui *E-Book*. Dalam penelitian ini sampel berjumlah 300 responden Mahasiswa/i yang dipilih dengan menggunakan metode *purposive sampling* dan *nonprobability sampling*. Alat analisi yang digunakan adalah *Hierarchical Multiple Regression Analysis*.

Berdasarkan analisis yang telah dilakukan diperoleh hasil bahwa persepsi kemudahan tidak berpengaruh secara signifikan terhadap minat menggunakan *e-book*, persepsi manfaat berpengaruh secara signifikan terhadap minat menggunakan *e-book*, *computer self efficacy* memoderasi secara signifikan pengaruh persepsi kemudahan terhadap minat menggunakan *e-book*, dan *computer self efficacy* memoderasi secara signifikan pengaruh persepsi manfaat terhadap minat menggunakan *e-book*.

Kata Kunci : Persepsi Kemudahan, Persepsi Manfaat, *Computer Self Efficacy*, dan Minat Menggunakan *E-Book*.

ABSTRACT

This study aims to analyze the influence of perceived ease and benefits to consider computer self efficiency to use e-book interests of the students from management faculty of Economics, Universitas Muhammadiyah Yogyakarta. The subjects of this study are students who know e-book. This study has 300 samples as the respondents of this study. Students were selected by using purposive sampling non-probability sampling. The analysis tool of this study is Hierarchical Multiple Regression Analysis.

Based on the analysis that has been done by the researcher, it shows that the perception of convenience does not significantly affect the interest in using the e-book. Then, the perceived benefits significantly affect the interest in using e-books, the computer self-efficacy moderated significantly influence the perceived ease of the interest in using e-books, and the computer moderate self efficacy significantly influence the perception of the benefits of the interest in using the e-book.

Keywords : *Perceived Ease, Perceived Usefulness, Computer Self Efficacy and Interests Using E-Book.*