ERRY RICARDO NURZAL. Analysis of Some Factors Influencing the Acceptance of Open Source Software Using A Modified Technology Acceptance Model. Under direction of E. GUMBIRA SA’ID, HENY K. DARYANTO, and HARTOYO.

The use of Open Source Software (OSS), which is influenced by user’s behavior, is relatively low in Indonesia. In Indonesia OSS is mostly used by university students. On the other hand, OSS is rarely used by government institutions. Therefore, this study was directed to determine external factors influencing university students in using OSS with modified technology acceptance model. This study had three objectives, namely (1) To measure the acceptance of OSS, (2) To determine whether OSS quality, OSS availability, personal innovativeness, gender, income, social influence, cultural affinity and status of university influence OSS use both directly and indirectly; (3) To determine whether OSS quality, OSS availability, personal innovativeness, gender, income, social influence, cultural affinity and status of university influence intensity of OSS use both directly and indirectly. The primary data used in this study was collected from informatic engineering or computer science students at Bogor Agricultural University, Bandung Institute of Technology, University of Indonesia, University of Gunadarma, University of Bina Nusantara and University of Budi Luhur. For data collection, questionnaires were distributed using random sampling. Structural equation modelling was used to analyze the data. The study revealed that students using OSS were 77.6 % and students not using OSS were 22.4 % at the state university groups. Meanwhile, students using OSS were 49.9 % and students not using OSS were 50.1 % in the private university groups. Besides, from the study it was also revealed that students who use OSS one-four hour/day have the highest percentage both in state university groups and private university groups. Meanwhile, students who use one-four times/week also have the highest percentage both in state university groups and private university groups. Moreover, it also showed that external factors directly influencing OSS use were personal innovativeness, income and status of university. In addition, external factors indirectly influencing OSS use were OSS quality, OSS availability, personal innovativeness, gender, cultural affinity and status of university. On the other hand, external factors influencing intensity of OSS use directly were OSS quality, OSS availability, and gender. Besides, external factors indirectly influencing intensity of OSS use were OSS quality, OSS availability, personal innovativeness, gender, income, and cultural affinity.

Keywords : Open Source Software (OSS), Consumer Behaviour, University Students, Modified Technology Acceptance Model, Structural Equation Modelling, Survey.