THE INFLUENCE OF INTERNET EASE AND INTERNET USEFULNESS TOWARD USER ATTITUDE AND USER BEHAVIOR

(Study on Undergraduate Students of Business Administration Department at The Faculty of Administrative Science of Brawijaya University)

Dimas Permana, Mochammad Al Musadieq, Devi Farah Azizah
Faculty of Administrative Science of Brawijaya University Malang

Abstract

The results of this study concluded that the variable of Internet Ease (X1) has significance influence toward variable of Internet Usefulness (X2), the variable of Internet Ease (X1) has significance influence toward variable of User Attitude (Z), then for the variable of Internet Usefulness (X2) has significance influence toward variable of User Attitude (Z), but the variable of Internet Usefulness (X2) has no significance influence toward variable of User Behavior (Y), while the variable of User Attitude (Z) has significance influence toward variable of User Behavior (Y).

Keywords: *Internet Ease, Internet Usefulness, User Attitude, User Behavior*

INTRODUCTION

Nowadays in modern era, almost everything can be solved with practical ways. This is the impact arising from the presence of Information Technology (IT). Information technology is something that is beneficial to facilitate all aspects of human life. Information Technology can be defined as a technology that can be used to store and manage the information. One of the real shape of the implementation of information technology is the use of computer technology.

Jogiyanto (2007:1) was explain about various studiesshow that currently the greatest causes of failure of information system acceptance in organizations is no longer due to the technical quality of the system and the information generated will be, however the failure of the implementation of system rather on the behavioral aspect. The rejection ofthe information system developed will impact on the low utilization of the existing information systems continuously which ultimately leads to lower returns from organization investments in information technology (Venkatesh and Davis, 2000). The user attitude to use the information technology needs to be improved first in order that information technology system can be well accepted by the user. Identifying the factors of the adoption of information technology is essential to the development of an information system in order to use and utilize the information technology.

Sun (2003) in Jogiyanto (2007:173) conducted a study to analyze the Technology of Acceptance Model (TAM). He found that perceived ease of use significantly in fiveteen research and only two that do not significantly affect the perceived usefulness. Perceived usefulness confirmed is a construct that most significantly affect the attitude, behavioral intention and actual system use.

TAM has been widely used to test the technology acceptance by users of the system. Various forms of the use of technology has been used in studies of the TAM. The Internet is one of the information technology that important to be used and utilized. More importantly, if the Internet used by users to solve a variety of requirements. If the user is not able to accept this technology, the use of the Internet by the user will be in vain.

According to Tomasi, (2005:4) "The Internet is a public data communications network used by millions of people all around the world to exchange business and personal information". In other words, the Internet as a global network between computers to communicate from one location to other parts of the world, such as universities, banks, and companies. In the manner of ease of the Internet media can connect peoples with the other parties and various locations around the world. For example, peoples can send the data or letters with other parties in the world by using e-mail. Besides e-mail facilities, the Internet provides the facility to chat on the Internet is called chatting. The Internet alsoprovide facilitiesthat providedata andinformationthat is a web (world wide web / WWW).

The Internet ease can be utilized positively and negatively depending on each user. The Internet is useful if use this technology to help accomplish the tasks and search a source of

1

required informations. In addition, there are a few things to feared about in the use of the technology by the users such as use conditions are not appropriate. For example, using the Internet facility to access online gambling and others. It's means that the user attitude both positevely and negatively to use Internet technology is necessary for the user behavior.

The literature of information system is whole by modeling of the factors associated with use or adopt the Internet technology by workers, and managers. The experts also found the behavioral approach of Management Information System (MIS) to psychology approach of the TAM. In the TAM, attitude toward using technology the system is directly determined by the perceived ease of use and perceived usefulness. If the system of technology is easy to use and useful the user will have an attitude toward behavior.

Brawijaya University, Malang is one of the Institution in East Java engaged in education. Because in the scope of education can not be separated from information technology, then Brawijaya University, Malang provide Internet access as one of the development of information technology utilization. Information technology utilization itself aims to support student learning. For those user attitude who understand the information technology such as the ease of use and the usefulness of Internet access is required to determine user behavior in learning process.

The objectives of this study are:to explain the influence of Internet ease toward Internet usefulness on undergraduate students of Business Administration Department at The Faculty of Administrative Science of Brawijaya University, to explain the influence of Internet ease toward user attitude on undergraduate students of Business Administration Department at The Faculty of Administrative Science of Brawijaya University, to explain the influence of Internet usefulness toward user attitude on undergraduate students of Business Administration Department at The Faculty of Administrative Science of Brawijaya University, to explain the influence of Internet usefulness toward user behavior on undergraduate students of Business Administration Department at The Faculty of Administrative Science of Brawijaya University, and to explain the influence of user attitude toward user behavior on undergraduate students of Business Administration Department at The Faculty of Administrative Science of Brawijaya University.

THEORITICAL REVIEW
Internet Ease

Davis in Shih (2004) defined perceived ease of use as, ''the degree to which a person believes that using a particular system would be free of effort.'' Ease of use toward the Internet can not be separated from the emergence of technologies, such as; laptop, smartphone, etc. These technologies has advantages if the user have already used them at the right way in harmony with the attitude and behavior to use.

From the explanations above, the Internet could be use to intercommunicate among one to another users. Besides, the user itself can get informations what the user needs fastly and efficient via the Internet and also make it easier to finish particular tasks.

Internet Usefulness

Davis in Shih (2004) defined perceived usefulness as''the degree to which a person believes that using a particular system would enhance his or her job performance.'' The Internetis one of the most valuable tools in education because it provides a large amount of information and is the largest source of reference for educators and students. Learning medium via the Internet is also very important for students to looking for scientific information for their courses. Another major benefit of the Internet is an ability to minimize distances and provide communication services efficiently and without any charge. In general, the Internet is a multifunctional tool with many facilities in every aspect of life.

Attitude
The Definition of Attitude

According to Kreitner and Kinicki (2003:182) attitude defined as "tendency to respond something consistently to support or not supported by observing a particular object." Attitudes provide an efficient way to size up the world. When we have to respond quickly to something, the way we feel about it can guide how we react (Myers, 2005:134)

According to Robert in Pangewa (2004:57) defined the attitude as the predisposition or tendency to respond toward a people, groups, situations or certain objects with consistent manner. Meanwhile, Milton in Pangewa (2004:57) attitude is the regularity of one's feelings and thoughts and a tendency to act on environmental aspects.

Based on several definitions, could be conclude if an attitude is a state in which person moves to act or do in social activities with certain feelings in response to the situation or condition of the object in the surrounding environment. In addition it also provides readiness to the positive respond or negative respond toward the object.

Attitude Measurement

Attitude toward behavior is person's evaluation to conduct a behavior. An example of a measure of attitude toward behavior given by Ajzen (1988) in Jogiyanto (2007:37) in model of behavior about plan to walk in a street sports machine (treadmill) at least 30 minutes each day in the next months.A measure of attitude toward behavior can be formed during those people growth up to adult as a result of relationship with the objects in the environment. In this case the objects is the treadmill.

Attitude toward Object and toward Behavior

Fishbein andAjzen, 1975 in Jogiyanto, (2007:40) distinguish two kind of attitudes, that is attitudes toward objects and attitudes concerning behaviors. Attitudes toward objects is aperson's feelings toward objects. Different with attitudes concerning behavior, attitudes concerning behavior is an attitude that more lead to behavior not object.

Behavior
The Definition of Behavior

The word of behavior is usually related with the actions taken. Certain behaviors occur and could be change because there are the underlying reasons. Conditions that affect why the person behavior with other people is different though given the same stimulus among others; family background, experience, and the environments. Behavior is the range of actions and mannerisms made by organisms, systems, or artificial entities in conjunction with their environment, which includes the other systems or organisms around as well as the physical environment (http://en.wikipedia.org/wiki/Behavior).

According to Chaplin (1993:53) behavior are:
1. Any response (reaction, perception, answer, replication) conducted by an organism.
2. In particular, part of a pattern of reaction.
3. The act or activity.
4. A motion or complex motions.

Based on the notions that have been described can be concluded that the behavior was a reaction by a person to an object with a specific purpose. If the object is a positive impression, then the behavior tends to be good. On the other side, if the object is a negative impression, then the behavior tends to be bad.

Correlation between Attitude and Behavior

The behavior is part of an attitude, but in reality a person's attitude did not conform with the behavior. There are so many things affect, among other is a weak and ambivalent attitude, the specific relevance of attitude towards behavior and others. Many studies of the attitude that seek to explain the relationship between attitude and behavior.

Theory that can explain the relationship between attitudes and behavior is a Theory of Reasoned Action proposed by Fishbein and Ajzen in 1975 and 1980 in Taylor, et al., (2009:203). The theory seeks to establish the factors that determine the consistency of attitude-behavior, starting with the assumption that people behave depend on the intention.

Hypotheses Model

Referring to the problem review and concept model, the model formulation of hypotheses and the hypotheses in this study are:

Figure 1.Hypotheses Model
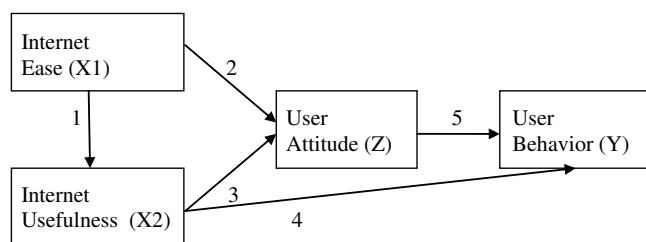
Hypotheses:
1. Internet Ease (X1) has significance influence toward Internet Usefulness (X2)
2. Internet Ease (X1) has significance influence toward User Attitude (Z)
3. Internet Usefulness (X2) has significance influence toward User Attitude (Z)
4. Internet Usefulness (X2) has significance influence toward User Behavior (Y)
5. User Attitude (Z) has significance influence toward User Behavior (Y)

METHOD

This study use explanatory research that aims to describe the relationship between variables by testing the hypotheses. Singarimbun and Effendy (2008:5) defines explanatory research as research that explains the relationship between the variables through hypotheses test. Whereas the approach used in this study is a survey approach. According to Singarimbun and Effendy (2008:3) "survey research is a research that takes a sample from a population and used the questionnaires as a data collection tool that subject."

Data analysis was performed in this study include:

a. Descriptive Statistics Analysis

The characteristics of location, spread, and shape are hepful, initial tools for cleaning the data, discovering problems, and summarizing distributions. Their definition, applications, and formulas fall under the heading of descriptive statistic (Cooper and Schindler, 2001:441). The data have been collected, processed and tabulated in the tables and then do the data discussion in numberics, percentages and descriptive discussion.

b. Path Analysis

Ghozali (2007:175) explains the model of path analysis "is an extension of the linear regression analysis or path analysis is the use of regression analysis to estimate the causal relationships between variables (causal models) that have been previously defined by the theory." In the path analysis, the influence of independent variables to another variables treated as the dependent variable explained by the regression coefficient. In path analysis, the influence of independent variables to the dependent variables can be either direct or indirect influence.

Path analysis aims to explain the direct and indirectinfluence of a set of variables, independent variables to another variables are dependent variables (Somantri & Muhidin, 2006:259). The indirect influence of the independent variables to the dependent variable through another variable is called the intervening variable. Intervening variable is mediating, the functions is to mediate between the independent variables toward the dependent variables.

RESULT AND DISCUSSION
The Result of Path Analysis

a. Path analysis of the first equation

$$X2 = \beta0 + \beta1\,X1 + e1$$

Table 1. Path Coefficients Between Internet Ease (X1) Toward Internet Usefulness (X2)

Variables		Beta	t	Probability	Description
Independet Variable	Dependent Variable				
X1	X2	0.441	4.400	0.000	H1 is accepted

R	= 0.441
Adjusted R Square	= 0.185
Constant	= 9.918
F	= 19.359
Sig	= 0.000

Source: processed data, 2013.

Based on the Table 1 shows that variable of Internet Ease (X1) toward variable of Internet Usefulness (X2) has a positive regression as much as 0.441 or 44.1 %. As for the Adjusted R Square (R^2) is used to know the influence ofthe variable of Internet Ease (X1) toward variable of Internet Usefulness (X2) is equal to 0.185. It means that the influence of Internet Ease (X1) toward Internet Usefulness (X2) is 18.5 %, and the remaining 81.5 % is influenced by other variables not examined.

The variable of Internet Ease (X1) has a probability level of 0.000, it means that p < 0.05. So that the variable of Internet Ease (X1) has a significant influence toward variable of Internet Usefulness (X2).

b. Path analysis of the second equation

$$Z = \beta0 + \beta1\,X1 + \beta2\,X2 + e2$$

Table 2. Path Coefficients Between Internet Ease (X1) and Internet Usefulness (X2) Toward User Attitude (Z)

Variables		Beta	t	Probability	Description
Independet Variables	Dependent Variable				
X1	Z	0.339	3.318	0.001	H2 is accepted
X2		0.344	3.369	0.001	H3 is accepted

R	= 0.580
Adjusted R Square	= 0.319
Constant	= 2.554
F	= 20.013
Sig	= 0.000

Source: processed data, 2013.

Based on the Table 2 shows for the first coefficient between variable of Internet Ease (X1) toward variable of User Attitude (Z) has a positive regression as much as 0.339 or 33.9 %. For the second coefficient between variable of Internet Usefulness (X2) toward variable of User Attitude (Z) has a positive regression as much as 0.344 or 34.4 %. As for the Adjusted R Square (R^2) is used to know the influence of the Internet Ease (X1) and Internet Usefulness (X2) toward User Attitude (Z) is equal to 0.319, it means that the influence of Internet Ease (X1) and Internet Usefulness (X2) toward User Attitude (Z) is 31.9%, and the

remaining 68.1% is influenced by other variables not examined.

In the variable of Internet Ease (X1) has a probability level of 0.001, it means that $p < 0.05$. So that the variable of Internet Ease (X1) has a significant influence toward variable of User Attitude (Z). Furthermore for the variable of Internet Usefulness (X2) has a probability level of 0.001, it means that $p < 0.05$. So that the variable of Internet Usefulness (X2) also has a significant influence toward variable of User Attitude (Z).

c. Path analysis of the third equation
$$Y = \beta 0 + \beta 1 \, X1 + \beta 2 \, X2 + e2$$

Table 3. Path Coefficients Between Internet Usefulness (X2) and User Attitude (Z) Toward User Behavior (Y)

Variables		Beta	t	Probability	Description
Independet Variables	Dependent Variable				
X2	Y	0.067	0.939	0.351	H4 is rejected
Z		0.797	11.133	0.000	H5 is accepted

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R	= 0.833
Adjusted R Square	= 0.686
Constant	= - 0.037
F	= 89.362
Sig	= 0.000

Source: processed data, 2013.

Based on the Table 3 shows for the first coefficient between variable of Internet Usefulness (X2) toward variable of User Behavior (Y) has a regression as much as 0.067 or 6.7 %. For the second coefficient between variable of User Attitude (Z) toward variable of User Behavior (Y) has a positive regression as much as 0.797 or 79.7 %. As for the Adjusted R Square (R^2) is used to know the influence of the Internet Usefulness (X2) and User Attitude (Z) toward User Behavior (Y) is equal to 0.686. It means that the influence of Internet Usefulness (X2) and User Attitude (Z) toward User Behavior (Y) is 68.6 %, and the remaining 31.4 % is influenced by other variables not examined.

In the variable of Internet Usefulness (X2) has a probability level of 0.351, it means that $p > 0.05$. So that the variable of Internet Usefulness (X2) has no significant influence toward variable of User Behavior (Y). Furthermore for the variable of User Attitude (Z) has a probability level of 0.000, it means that $p < 0.05$. So that the variable of User Attitude (Z) has a significant influence toward variable of User Behavior (Y).

Based on calculations and conclusions from previous explanations, it can be drawn the values of path analysis as follows:

Figure 2. Path Analysis Chart
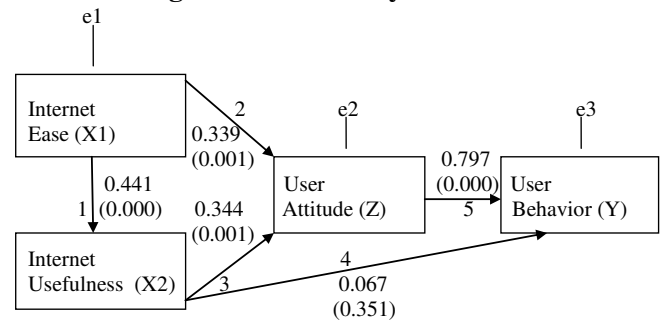
Source: processed data, 2013.

In the Figure 2 describe that the variable of Internet Ease (X1) has significance influence toward variable of Internet Usefulness (X2) with path coefficient values as much as 0.441 and $p = 0.000$, the variable of Internet Ease (X1) has significance influence toward variable of User Attitude (Z) with path coefficient values as much as 0.339 and $p = 0.001$. Then for the variable of Internet Usefulness (X2) has significance influence toward variable of User Attitude (Z) with path coefficient values as much as 0.344 and $p = 0.001$. Whereas for the variable of Internet Usefulness (X2) with p value (0.351) > 0.05, it means that the variable of InternetUsefulness (X2) has no significance influence toward the variable of User Behavior (Y). And then the variable of User Attitude (Z) has significance influence toward the variable of User Behavior (Y) with path coefficient as much as 0.797 and $p = 0.000$. The magnitude of direct and indirect influence of each path regression are:

The direct influence are variable of Internet Ease (X1) to variable of User Attitude (Z) that is 0.339. While the indirect influences as follows:
1. The variable of Internet Ease (X1) toward variable of User Behavior (Z) through the variable of Internet Usefulness (X2)
   X1 to Z through X2 = 0.441 * 0.344 = 0.151
2. The variable of Internet Usefulness (X2) toward variable of User Behavior (Y) through the variable of User Attitude (Z)
   X2 to Y through Z = 0.344 * 0.797 = 0.274

Based on the calculation results, obtained a value as much as 0.151 for the Influences of the variable of Internet Ease (X1) toward the variable of User Attitude (Z) through the variable of Internet Usefulness (X2) and 0.274 for variable of Internet Usefulness (X2) to the variable of User Behavior (Y) through the variable of User Attitude (Z). As for the value ofthe total influence of the variable of Internet Ease (X1) through the variable of User Attitude (Z) as follows:

Total value of X1 to Z = direct influence + indirect influence
= 0.339 + 0.151
= 0.490

Total value of the variable of Internet Ease (X1) toward User Attitude (Z) as much as 0.490. Based on the entire value of the path coefficients can be seen if the variable of User Attitude (Z) has a greater value than the other path coefficients. Therefore it can be concluded if the variable of User Attitude (Z) are dominant variable that influence the variable of User Behavior (Y). The Internet users implied that the effectiveness of the Internet use success to meet their expectations of information seeking, increasing their beliefs towards its use in tasks.

Discussion

The Faculty of Administrative Science of Brawijaya University has free Internet access for the users. Female respondent were dominated to use the Internet than male respondent with the percentage 43.90 % for male and 56.10 % for female. All of the respondents are undergraduate students of Business Administration Department in the academic year of 2011 and 2012. The following are discussions of data analysis result:

a. The Influence of Internet Ease (X1) toward Internet Usefulness (X2)

The analysis result shows that Internet Ease (X1) has significance influence toward Internet Usefulness (X2) with probability level of 0.001, it means that $p < 0.05$. The result of this study are supported by Wibowo (2006) which there are significant influence between Internet Ease (X1) toward Internet Usefulness (X2).

Internet users feel the benefits of the Internet technology if there is ease of operation. Ease it includes easy to learn, easy to get the required information quickly, ease of access from anywhere and anytime because it can be accessed 24 hours, and the interaction that occurs is clear and easy to understand because it is supported by the infrastructure allow for direct communication. From the explanations that have been presented, it can be concluded that Internet is easy to learn, easy to get the information needed, clear, easy to understand, and used has significant influence on the usefulness of Internet users at the Faculty of Administrative Science.

b. The Influence of Internet Ease (X) toward User Attitude (Z)

Based on the analysis result, the data showed that Internet Ease (X1) besides has significant influence of the Internet Usefulness (X2) but also Internet Ease (X1) has significant influence toward User Attitude (Z) with probability level of 0.001, it means that $p < 0.05$. The results of this study are similar to previous study conducted by Porter and Donthu (2006) which there are significant influence between Internet Usefulness (X2) toward User Attitude (Z).

Almost every user do not feel any difficulties in using Internet technology. So easy the Internet usage makes the user like to use the Internet because the respondents in this study are undergaraduate students, they tend to use the Internet in order to utilize this information technology in certain purposes. It means that the users pleasure to use the Internet. Therefore the user gives respond positively toward the Internet because it felt the ease to use the Internet.

c. The Influence of Internet Usefulness (X2) toward User Attitude (Z)

Based on the analysis result, the data showed that Internet Ease (X2) has significant influence toward User Attitude (Z) with probability level of 0.001, it means that $p < 0.05$. The results of this study are similar to previous study conducted by Porter and Donthu (2006) which there are significant influence between Internet Usefulness (X2) toward User Attitude (Z).

The users felt if the Internet is a useful technology, this happens probably due to the appearance, image, clear voice, and so on, because all of it seemed so attractive, so the students understanding as regards something gained better. Additionally users feel that the Internet can help to complete the task more quickly, improve the performances, productivity, effectiveness, and beneficial when using the Internet. With a sense of Internet expediency, then users has positive attitudes toward the Internet.

d. The Influence of Internet Usefulness (X2) toward User Behavior (Y)

The analysis result shows that Internet Usefulness (X2) has no significant influence toward User Attitude (Z) with probability level of 0.351, it means that $p > 0.05$. The results of this study are supported with the statement by

Stanley's in Porter and Donthu (2006) that an individual's perceived utility or relevance of a technology is lower merely because members of their social network do not tend to use the technology.

The users agreed if the Internet is useful but does not influence the user behavior in the propensity to use the Internet. This may be caused by several conditions, namely user awareness toward system usage in the Internet, rarely access the Internet, and others. So that it is important to foster positively the user awareness as activities of daily computer use at campus.

e. The Influence of User Attitude (Z) toward User Behavior (Y)

Based on the analysis result, it can be explained that User Attitude (Z) has significant influence toward User Behavior (Y) with probability level of 0.000, it means that $p < 0.05$. The results of this study are similar to previous study conducted by Porter and Donthu (2006) which there are significant influence between User Attitude (Z) toward User Behavior (Y).

A positive attitudes by users indicate their behavior to frequent use of the Internet, spending a lot of time to use the Internet, they use the Internet for a very long time now.

CONCLUSIONS AND SUGGESTIONS
Conclusions
Based on the results of the study about the influence of Internet ease and Internet usefulness toward user attitude and user behavior which is analyzedandinterpreted, it can be concluded as follows:
1. The variable of Internet Ease (X1) has significance influence toward variable of Internet Usefulness (X2)
2. The variable of Internet Ease (X1) has significance influence toward variable of User Attitude (Z)
3. The variable of Internet Usefulness (X2) has significance influence toward variable of User Attitude (Z)
4. The variable of Internet Usefulness (X2) has no significance influence toward variable of User Behavior (Y)
5. The variable of User Attitude (Z) has significance influence toward variable of User Behavior (Y).

Suggestions
1. Develop the use of the Internet as a medium to learn, looking for informations and achieve satisfactory results, it is necessary to find the ways to foster student awareness about the importance of the Internet.
2. The faculty should pay attention the infrastructure and facilities such as computer laboratory, quick access, tidy and clean, so that the use of the Internet is not only a facility in completing tasks and look for specific information but also to improve the student performances.
3. To improve better information and to find the other factors that influence the acceptance of Internet technology, it is necessary for further study with the different location and research variables.

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