

# **Elaborate The Performance of Student's Organization Email Used Perceived Usefulness and Perceived Ease of Use**

**Ivan Prasetya Tanimukti<sup>a\*</sup>**  
**Nurrani Kusumawati<sup>a</sup>**  
**Christian Wibisono<sup>a</sup>**

<sup>a</sup>Parahyangan Catholic University, Jalan Ciumbuleuit 94, Bandung – Indonesia

\*Corresponding author: [ivan.prasetya@unpar.ac.id](mailto:ivan.prasetya@unpar.ac.id)

## **Abstract**

Nowadays, email becomes one of the important communication instrument in society. Many people have more than one email account; at least they have private email and organization email. Most of the organization creates the email with aims to encourage the member of the organization to do communication among others then they could have a better interaction. The issue, is the organization email has been performing successfully in supporting the communication among member? This research explore three primary purposes: to evaluates the performance of organization email; to investigate the factors influence in using the organization email, and to see the differences between organization members who had used email as the communication instrument with the organization members who had not. The tool used to evaluate the performance was Extended Technology Acceptance Model that elaborated by Perceived Usefulness (PU) and Perceived Ease of Use (PEoU). Social Influence (SI) is applied to investigate the factors that motivate the use of email. Meanwhile, the Attitudes Towards Using Email (ATU); Behavior Intention to Use organization email (ITU); and Actual Use (AU) applied to measure the impact of utilizing organization email for the user. This study focused on students organization email in Bandung, Indonesia. The research conducted in April – June 2016 in Bandung City. The research method used observation at the beginning of the research and survey method with 297 students in two universities; they were Institut Teknologi Bandung and Universitas Katolik Parahyangan. The observation upshot said students of Universitas Katolik Parahyangan were rarely using their organization email than students in Institut Teknologi Bandung, so this the reason to the study in exploring the differences between the two universities. T-test and PLS-SEM were used as the analysis methods. The results said social influence factor has an influence on perceived usefulness and perceived ease of use; perceived usefulness and perceived ease of use have a positive impact on the attitude towards using email, attitude towards using email has a positive impact to Intention to use and intention to use has to influence actual use. Meanwhile, there are significant differences between Institut Teknologi Bandung students and Universitas Katolik Parahyangan students in PU, PEOU, SI, ATUE, ITU and AU. The conclusion comes up with the PU and PEOU influence the ATUE; it can be seen the little number of PU and PEOU of Unpar's students give impact to their attitude to not use organization email. Meanwhile, ITB's students have a high number of PU and PEOU and their use organization email as daily communication. The factor that influence students use the organization email is the social environment; they will

communicate through organization email when other members active in using the email, and the other members encourage them to use it.

Keywords: perceived usefulness, perceived ease of use, student organization email, PLS SEM, intention to use