

## ABSTRAK

Permasalahan awal yang dihadapi Program Studi Teknik Industri Universitas Buana Perjuangan (UBP) Karawang adalah masih digunakannya administrasi manual, meskipun sistem berbasis web telah diperkenalkan sebelumnya. Sistem lama dinilai kurang optimal karena sering error dan antarmuka sulit dipahami, sehingga menurunkan efisiensi kerja serta produktivitas dosen. Penelitian ini bertujuan menganalisis persepsi dosen terhadap penerapan sistem administrasi berbasis web terbaru dengan menggunakan Technology Acceptance Model (TAM), yang menekankan dua konstruk utama: Perceived Usefulness (PU) dan Perceived Ease of Use (PEOU). Penelitian dilakukan dengan metode kuantitatif deskriptif menggunakan sampel jenuh sebanyak 26 dosen tetap. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis secara statistik deskriptif. Hasil penelitian menunjukkan mayoritas dosen memberikan persepsi positif. Indikator PU meningkatkan kinerja (mean 3,92), meningkatkan produktivitas (3,96), meningkatkan efektivitas kerja (3,73), serta manfaat bagi pekerjaan (3,77). Sementara itu, indikator PEOU menunjukkan kemudahan belajar (4,04), kemudahan penggunaan (3,85), fleksibilitas penggunaan (3,85), serta kemudahan jadi mahir (4,00). Kesimpulannya, sistem administrasi berbasis web diterima dengan baik oleh dosen karena bermanfaat sekaligus mudah digunakan, dengan dampak positif berupa peningkatan efisiensi kerja, pengurangan beban administratif manual, serta dukungan terhadap transformasi digital kampus secara berkelanjutan.

**Kata Kunci:** *Technology Acceptance Model (TAM), Perceived Usefulness, Perceived Ease of Use, Sistem Administrasi Berbasis Web, Persepsi Dosen, Pendidikan Tinggi.*

## ABSTRACT

*The initial problem faced by the Industrial Engineering Department of Universitas Buana Perjuangan (UBP) Karawang was the continued use of manual administration, even though a webbased system had previously been introduced. The old system was considered less optimal due to frequent errors and a complicated interface, which reduced efficiency and lecturer productivity. This study aims to analyze lecturers' perceptions of the implementation of the new web-based administrative system using the Technology Acceptance Model (TAM), which emphasizes two main constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). The research employed a descriptive quantitative method with a saturated sample of 26 permanent lecturers. Data were collected using a Likert scale questionnaire and analyzed with descriptive statistical techniques. The results show that most lecturers expressed positive perceptions. PU indicators reflect improved performance (mean 3.92), increased productivity (3.96), enhanced work effectiveness (3.73), and tangible benefits for tasks (3.77). Meanwhile, PEOU indicators demonstrate ease of learning (4.04), ease of use (3.85), flexibility (3.85), and quick mastery (4.00). In conclusion, the web-based administrative system is well accepted by lecturers because it is both useful and easy to use, with positive impacts including greater work efficiency, reduced manual workload, and strengthened support for the university's sustainable digital transformation.*

**Keywords:** *Technology Acceptance Model (TAM), Perceived Usefulness, Perceived Ease of Use, Web-Based Administrative System, Lecturer Perception, Higher Education.*

