

ABSTRACT

TAM is based on the TRA concept which states that a person will use and exploit the Internet or other computer system if he feels that the internet or other computer systems can provide positive benefits. TAM has two concepts, namely perceived usefulness / perceived benefits and perceived ease of use / ease of perception. Two concepts are the basis for this research was conducted, with gender as a variable pemoderasinya. Technical High School Musi is one Catholic college in Palembang which is the object of observation for this study. Samples taken randomly numbered 82 students. With so may be seen a difference in perception between the concepts of perceived usefulness / perceived benefits and perceived ease of use / perception to receive the internet / other computer systems at the Technical High School students Musi Palembang to look at the perception of the real conditions of use of the internet / actual system usage and different concepts according to male gender - male and female in the acceptance of the Internet / other computer systems. Therefore, this study took the title of Internet Technology Revenue Analysis By Considers Gender In Concept Technology Acceptance Model (TAM).

Methods of data collection through questionnaire with a rating of sale point 1 (a) to 5 (five). Data analysis techniques used to test the validity and reliability, test classic assumptions, hypothesis testing and Moderated Regression Analysis or test the interaction with the help of SPSS application. Based on the results of research conducted, expected to find Acceptance of Internet Technology Taking Gender With the concept of the Technology Acceptance Model (TAM) at the Technical High School students Musi Palembang.

Key Words:

perceived usefulness / perceived benefits, perceived ease of use / ease of perception, the perception of the real conditions of use of the internet / actual system usage. pemoderasian Gender, Technology Acceptance Model (TAM),