

SKRIPSI
ANALISIS MODEL PENERIMAAN TEKNOLOGI METAVERSE
SEBAGAI MEDIA PEMASARAN INDUSTRI OTOMOTIF

diajukan sebagai syarat
untuk memperoleh gelar Sarjana Bisnis Program Studi Bisnis Digital



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**ANALISIS MODEL PENERIMAAN TEKNOLOGI METAVERSE
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**Diajukan untuk memenuhi sebagian dari persyaratan Memperoleh Gelar
Sarjana Program Studi Bisnis Digital**

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ABSTRAK

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Penelitian ini bertujuan untuk menganalisis model penerimaan teknologi *metaverse* sebagai media pemasaran dalam industri otomotif, dengan fokus pada kolaborasi antara Metanesia dan Honda. Metode yang digunakan adalah metode *Structural Equation Model* (SEM) dengan menggunakan software Smart-PLS. Variabel yang diukur meliputi inovasi teknologi, persepsi kegunaan, persepsi kemudahan, dan niat perilaku untuk menggunakan teknologi tersebut. Data dikumpulkan melalui survei dengan sampel sebanyak 125 responden pengguna Metanesia yang pernah berinteraksi dengan Honda Metaworld.

Hasil penelitian menunjukkan bahwa inovasi teknologi memiliki pengaruh signifikan terhadap persepsi kegunaan dan persepsi kemudahan, yang kemudian mempengaruhi niat untuk menerima teknologi *metaverse*. Namun, penelitian ini juga menemukan bahwa hubungan antara inovasi teknologi dan niat perilaku secara langsung tidak signifikan. Hal ini menunjukkan bahwa inovasi teknologi membutuhkan mediasi dari persepsi kegunaan dan persepsi kemudahan untuk mempengaruhi niat penerimaan secara efektif. Penelitian ini memberikan kontribusi dalam memahami faktor-faktor yang mempengaruhi penerimaan teknologi *metaverse* di industri otomotif, khususnya melalui platform Metanesia yang digunakan oleh Honda untuk kegiatan pemasaran. Penelitian ini juga menyoroti pentingnya kemudahan penggunaan dan persepsi kegunaan sebagai determinan kunci dalam adopsi teknologi baru. Temuan ini relevan bagi pengembang teknologi dan pemasar dalam merancang sistem dan kampanye yang lebih efektif.

Kata Kunci: *Metaverse*, Metanesia, Model Penerimaan Teknologi, Inovasi Teknologi, Persepsi Kegunaan, Persepsi Kemudahan

***ANALYSIS OF THE ACCEPTANCE MODEL OF METAVERSE
TECHNOLOGY AS A MARKETING MEDIUM IN THE AUTOMOTIVE
INDUSTRY***

ABSTRACT

By

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This study aims to analyze the acceptance model of metaverse technology as a marketing medium in the automotive industry, focusing on the collaboration between Metanesia and Honda. The method used is the Structural Equation Model (SEM) method with Smart-PLS software. The variables measured include technological innovation, perceived usefulness, perceived ease of use, and behavioral intention to use the technology. Data were collected through a survey with a sample of 125 Metanesia users who has interacted with Honda Metaworld.

The results of the study indicate that technological innovation has a significant impact on perceived usefulness and perceived ease of use, which subsequently affect the intention to accept metaverse technology. However, the study also found that the direct relationship between technological innovation and behavioral intention is not significant. This suggests that technological innovation requires mediation from perceived usefulness and perceived ease of use to effectively influence acceptance intentions. This research contributes to understanding the factors that influence the acceptance of metaverse technology in the automotive industry, particularly through the Metanesia platform used by Honda for marketing activities. The study also highlights the importance of ease of use and perceived usefulness as key determinants in the adoption of new technology. These findings are relevant for technology developers and marketers in designing more effective systems and campaigns.

Keyword: *Metaverse, Metanesia, Technology Acceptance Model, Technology Innovativeness, Perceived Usefulness, Perceived Ease of Use.*

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