

ABSTRAK

Sistem Karir dan Tracer Study di Universitas Jambi merupakan salah satu sistem yang dipakai untuk memperoleh informasi mengenai pendidikan dan karir setiap alumni. Penelitian ini bertujuan untuk mengevaluasi penolakan sistem oleh pengguna dengan pendekatan model *Innovation Resistance Theory* (IRT). Sampel penelitian ini adalah alumni universitas jambi yang telah menggunakan Sistem Karir dan *Tracer Study*. Sampel penelitian menggunakan *probability sampling* dengan teknik *purposive sampling*. Sampel yang diambil berjumlah 382 sampel. Hasil evaluasi dengan model model *Innovation Resistance Theory* menunjukkan bahwa hipotesis yang diterima yaitu *Usage barrier* (UB) dan *Value Barrier* (VB) berkorelasi negatif dengan *Usage Intention* (UI) dan *Intention To Recommend*(ITR) Sistem Karir dan *Tracer Study* Universitas Jambi dan *Traditional Barrier* (TB)berkorelasi negatif dengan *Usage Intention* (UI) Sistem Karir dan *Tracer Study* Universitas Jambi. Hipotesis yang ditolak yaitu *Risk Barrier* (RB) dan *Image Barrier*(IB) berkorelasi negatif dengan *Usage Intention* (UI) dan *Intention To Recommend* (ITR) Sistem Karir dan *Tracer Study* Universitas Jambi , *Traditional Barrier* (TB) berkorelasi negatif dengan *Intention To Recommend* (ITR) Sistem Karir dan *Tracer Study* Universitas Jambi. Kesimpulan yang didapatkan bahwa *Usage Barrier*,*Value Barrer* dan *Traditional Barrier* tidak mempengaruhi terjadinya resistensi atau penolakan terhadap Sistem Karir dan *Tracer Study* Univeristas Jambi. *Risk Barrier* dan *Image Barrier* mempengaruhi terjadinya resistance atau penolakan terhadap Sistem Karir dan *Tracer Study* Univeristas Jambi.

Kata kunci: Resistensi, *Innovation Resistance Theory* (IRT), Sistem Karir dan *Tracer Study*

Abstract

The Career and Tracer Study System at Jambi University is one of the systems used to obtain information about the education and career of each alumni. This research aims to evaluate system resistance by users using the *Innovation Resistance Theory* (IRT) model approach. The sample for this research is Jambi University alumni who have used the Career System and Tracer Study. The research sample used probability sampling with purposive sampling technique. The samples taken totaled 382 samples. The evaluation results using the *Innovation Resistance Theory* model show that the accepted hypothesis, namely *Usage Barrier* (UB) and *Value Barrier* (VB), is negatively correlated with *Usage Intention* (UI) and *Intention To Recommend* (ITR) Jambi University Career and Tracer Study System and *Traditional Barrier* (TB) has a negative correlation with *Usage Intention* (UI) of the Career System and Tracer Study at Jambi University. The rejected hypothesis is that *Risk Barrier* (RB) and *Image Barrier* (IB) are negatively correlated with *Usage Intention* (UI) and *Intention To Recommend* (ITR). Jambi University's Career and Tracer Study System, *Traditional Barrier* (TB) is negatively correlated with *Intention To Recommend* (ITR) Jambi University Career and Tracer Study System. The conclusion obtained is that *Usage Barrier*, *Value Barrier* and *Traditional Barrier* do not influence the occurrence of resistance or rejection of the Jambi University Career and Tracer Study System. *Risk Barrier* and *Image Barrier* influence the occurrence of resistance or rejection of the Jambi University Career and Tracer Study System.

Kata kunci: Resistensi, *Innovation Resistance Theory* (IRT), Sistem Karir dan *Tracer Study*
