

ABSTRACT

The needs of information is now growing where the public wants to know the progress of an event quickly and instantly. Constant development of the internet and the spread of its growth in recent years has increased achievement and change. This phenomenon is said that where technology is rapidly evolving as the use of Smartphones with super advanced features and availability of applications that are connected to the Internet, the transition to the use of digital devices will continue to grow and people will start to log on to adopt today's digital era. Digital newspaper is an online media today are widely used where the context is to disseminate information on the current convergence era. This study examines the impact of technology adoption in the consumption of information with the Unified Theory theory approach Acceptance Use Technology that was developed by Venkatesh dengan several variables such as Effort Expectancy, Performance Expectancy, Social Influence, Facilitating Conditions, Website Quality with its object is the digital newspaper E-Paper Pikiran Rakyat.

Key Words : *Digital Newspaper, Use Behaviour, Effort Expectancy, Performance Expectancy, Social Influence, Facilitating Conditions, Website Quality, Structural Equation Model, UTAUT*