

## **ABSTRACT**

### **THE INFLUENCES OF PERSONALITY AND COGNITIVE PERCEPTION TOWARDS THE STUDENTS' INTENTION TO USE DATABASE SOFTWARE AT THE COMPUTERIZED ACCOUNTING VOCATIONAL COLLEGES IN LAMPUNG PROVINCE**

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This research aims to empirically investigate the influences of the personality and cognitive factors towards the students' intention to use the database software at the computerized accounting vocational colleges in Lampung province. In order to answer the hypotheses, this research applies a survey study with 301 computerized accounting vocational students. Based on these samples I test using structural equation modeling of AMOS™ (Analysis of Moment Structure) software.

The result of the study indicates that the estimations of the regression weights coefficient, standardized regression weights and critical ratio, has led to the conclusion that statistically, the first hypothesis is not supported whereas the second, the third, as well as the fourth hypothesis are statistically supported.

In conclusion, based on the order of the hypotheses tests of the influencing variables, it is the cognitive factor that shows stronger influence than the personality towards the students' intention to use the database software. In addition, based on the low score of the standardized regression weights coefficient, it can be concluded thus, that the students' intention to use the database software at the computerized accounting vocational colleges in Lampung Province is relatively low.

**Key Words :** personality, cognitive, intention, database software