

## ABSTRACT

The development of information systems technology has created great opportunities for increased efficiency and innovation in various sectors. However, the reality on the ground shows that there is variation in the level of technology adoption, with some companies managing to integrate it successfully while others face obstacles. Resistance to change, lack of technological understanding, and inadequate management support can be determining factors in user acceptance of technology. so that alternative models of information system technology acceptance were developed based on analysis of related variables from the TAM, UTAUT, HMSAM, and DOI models. Through the Principal Component Analysis (PCA) approach, this research identified seven significant main components, forming the basis for developing alternative models. Three models are proposed and tested for validity and reliability using SmartPLS. The results show that the models are valid, reliable, and able to explain variations in technology acceptance. The first model focuses on the influence of user enjoyment, user experience, social impact, user expectancy, and job relevance on usability perception and use behavior. The second model explores user comfort, job relevance, social impact, and user expectations in the context of system use. The third model summarizes these variables to explain usage behavior. Further analysis shows that all three models make a significant contribution to technology acceptance. Path Coefficients describe the strength of the relationship between variables in each model. Goodness of Fit (GoF) testing indicates that Model 3 has a good level of fit, compared to Model 1 and Model 2.

Keywords: Technology Acceptance Model, Principal Component Analysis, SmartPLS, Technology Acceptance, Information systems.