ABSTRACT

Digital strategy is utilized by PT. Bobobox Mitra Indonesia to improve its operational performance by creating new technology, namely Self Checkin Technology which was released in the first quarter of 2024. Readiness and acceptance of technology will affect the success of the implementation of the technology. Therefore, the purpose of this study is to determine the acceptance of Self Checkin Technology by understanding the factors that influence user intention or use intention (UI) of Self Checkin Technology with the Technology Readiness Acceptance Model (TRAM) method. TRAM is a combination of the Technology Readiness Index (TRI) method with measurements of usefulness and ease of use in the Technology Acceptance Model (TAM). There are several variables in the TRAM model, namely: optimism (OPT), innovativeness (INN), insecurity (INS), discomfort (DIS), perceived ease of use (PEU), perceived usefulness (PU), and use intention (UI). This research is a quantitative study by distributing questionnaires. The questionnaire was distributed online to respondents who had visited Bobobox at least once during May - September 2024. The researcher managed to get 430 respondents. The respondent data was processed using the SmartPLS Application. The SmartPLS application is used to test the measurement model (Outer Model), test the Structural model (Inner Model), and test the hypothesis.

The findings of this study are that 8 out of 11 hypotheses are accepted. OPT has a significant positive effect on PEU and PU. Meanwhile, only INN has a significant positive effect on PU. DIS has no negative effect on PEU and PU. However, INS has a significant negative effect on PEU and PU. PEU has a significant positive effect on PU. PEU and PU have a significant positive effect on UI.

The conclusion of this study is that the user's use intention in using Self Checkin Technology is influenced by optimism, innovativeness, insecurity, discomfort, perceived ease of use, perceived usefulness. These findings support the adoption of Self Checkin Technology to improve operational performance. This study is expected to provide new insights into the implementation of technology with the TRAM method approach in the hospitality service sector. Further studies need to know the user experience when using Self Checkin Technology by conducting usability testing on Self Checkin Technology. Usability testing needs to be done to determine the usability value. Good usability value will affect the ease of using the technology. Ease of using technology is a factor that influences the intention to use (Use Intention) of the technology.

Keywords: *Digital transformation*, TRAM, *Technology*, *Self Checkin, Use Intention*