

ABSTRACT

Face recognition technology has been implemented at KAI Bandung Station to improve the efficiency and security of the passenger boarding process. This study aims to analyze user acceptance of the system using the Technology Acceptance Model (TAM) approach. The variables used include Perceived Ease of Use, Perceived Usefulness, Perceived Privacy, Attitude Toward Using, and Behavioral Intention to Use. The research method used is quantitative through distributing questionnaires to service users, with data analysis using PLS-SEM with the help of SmartPLS 4.0 software and involving 77 respondents. The results of the study indicate that perceptions of ease, benefits, and privacy have a significant effect on user attitudes and behavioral intentions in using the face recognition system. This study contributes to the development of TAM theory and provides input for PT KAI in increasing the acceptance of biometric-based technology in public transportation services.

Keywords : *Technology Acceptance Model (TAM), face recognition, perceived ease of use, perceived usefulness, perceived privacy, attitude toward using, behavioral intention.*