

ABSTRACT

Digital transformation in the public transportation sector requires the implementation of cutting-edge technology as an effort to optimize performance and ensure the security of services for the public. This study analyzes the level of acceptance of facial recognition technology implementation at PT. KAI DAOP 5 Purwokerto Railway Station using the Technology Acceptance Model 3 (TAM 3) framework. The research methodology uses a quantitative approach with a survey conducted on 400 respondents selected based on the Slovin formula. Data analysis was conducted using Structural Equation Modeling Partial Least Square (SEM-PLS) to test 17 hypotheses related to technology acceptance factors. The research findings show that 13 of the 17 hypotheses significantly influence the acceptance of facial recognition technology. Behavioral intention shows the strongest impact on usage behavior with a T-Statistic value of 23.171, followed by computer enjoyment on perceived ease of use with a value of 15.088. The variables of perceived usefulness and perceived ease of use are proven to be the main determinants in shaping the intention to use technology. These findings confirm the validity of the TAM 3 model in the context of biometric technology implementation in the Indonesian public transportation sector.

Keywords: *Digitalization, Technology Acceptance Model 3, Technology Acceptance, Facial Recognition, Public Transportation.*