ABSTRACT

The development of digital technology has driven transformation across various sectors, including the transportation sector. PT Kereta Api Indonesia (Persero), as a provider of railway-based transportation services, has adopted face recognition technology to enhance the efficiency and security of the passenger boarding process. However, in its implementation, face recognition technology faces challenges such as low user interest and complaints regarding the system's failure to recognize passengers' faces accurately. Therefore, this study aims to analyze the factors that influence user interest in using PT KAI face recognition service by applying the Unified Theory of Acceptance and Use of Technology (UTAUT) approach.

The UTAUT model used in this study includes four main variables: performance expectancy, effort expectancy, social influence, and facilitating conditions, which are tested against the dependent variable, behavioral intention to use. This research employed a quantitative method with a descriptive approach. Data collection was conducted using a questionnaire, employing a non-probability sampling technique through purposive sampling. The sample consisted of 105 respondents who are users of PT KAI face recognition service and over the age of 17. The data were analyzed using multiple linear regression with the assistance of SPSS software.

The results of the study indicate that performance expectancy, effort expectancy, and facilitating conditions have a significant influence on behavioral intention to use. However, the variable social influence does not have a significant effect. These findings suggest that users' perceptions of the technology's usefulness, ease of use, and the availability of supporting facilities play a crucial role in encouraging their intention to continue using the face recognition service at PT KAI stations.

Keywords: *Face Recognition,* UTAUT*, Behavioral Intention to Use, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions*