

Analysis of User Acceptance of the Asempapak Village Information System Website Using the Technology Acceptance Model (TAM)

Octavia Nur Aisya^{1*}, Ismah Irdhiyhtus Sholikha², Fadhilah Salsabilah³, Jamila Farhana⁴, Rizka Hadiwiyanti⁵

^{1,2,3,4,5}Universitas Pembangunan Nasional "Veteran" Jawa Timur

octavianuraisya@gmail.com^{1*}, ismahirdhya@gmail.com², salsfds11@gmail.com³, jamilafarhanaa@gmail.com⁴, rizkahadiwiyanti.si@upnjatim.ac.id⁵

Abstract

This study aims to analyze community acceptance of the Asempapak Village Information System website in Asempapak Village, Sidayu District, Gresik Regency, using the Technology Acceptance Model (TAM) approach. This research employed a quantitative method with primary data collected through questionnaires distributed to 92 residents of Asempapak Village. The research variables consisted of Perceived Usefulness, Perceived Ease of Use, Behavioral Intention to Use, and Actual System Use. The sampling technique used was simple random sampling, while the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that Perceived Ease of Use has a positive and significant effect on both Perceived Usefulness and Behavioral Intention to Use. In addition, Behavioral Intention to Use has a positive and significant effect on Actual System Use. However, Perceived Usefulness does not have a significant effect on Behavioral Intention to Use. These findings suggest that ease of use is the primary factor influencing the community's intention to use the village website. Therefore, website administrators should improve accessibility, enhance feature clarity, and provide continuous socialization and digital assistance to optimize the utilization of the village website.

Keywords: *Technology Acceptance Model (TAM), Village Information System, Website Acceptance, PLS-SEM, Community Acceptance*

1. Introduction

The advancement of information technology has driven substantial changes in public governance, including at the village level. Public services that were previously carried out manually are now increasingly directed toward digital-based services, enabling faster and more transparent administrative processes, information dissemination, and communication between village governments and their communities. Within this context, the Village Information System has become an important instrument supporting the digital transformation of village governance.

The Village Information System is part of e-government implementation aimed at improving the effectiveness of public services, information transparency, and village data management. Yoraeni et al. [1] explained that the implementation of a village service information system can improve the quality of public services and support the realization of a smart village. This is in line with Sulistyowati et al. [2], who asserted that a Village Information System can help villages manage information, accelerate services, and strengthen community participation in village development.

Asempapak Village, Sidayu Subdistrict, Gresik Regency, is one of the villages that has provided a Village Information System website as a means of information dissemination and public service. The website contains information on the village profile, population data, village activities, and services available to the community. The availability of a village website reflects an effort toward the digitalization of public services at the village level. However, the existence of a system does not necessarily guarantee that the community will actively use it.

Community acceptance of technology is a critical factor, since an information system can only provide benefits if it is genuinely used by its intended users. Davis [3], through the Technology Acceptance Model, explained that technology acceptance is influenced by two main constructs: Perceived Usefulness and Perceived Ease of Use. These two constructs shape users' intention to use a technology, which subsequently affects actual system use. Venkatesh and Davis [4] further asserted that technology acceptance is not only related to the system's benefits but is also influenced by users' experience and confidence regarding the system's ease of use.

Several previous studies have examined technology acceptance in the context of public services and village information systems. Dwi et al. [5] found that TAM constructs are relevant for explaining the acceptance of the SIJALAK village administrative service information system. Syarwani et al. [6] also applied the TAM approach to analyze the acceptance of a Village Financial System and found significant relationships among the variables within the technology acceptance model. Puspitasari and Kusumawardani [7] showed that ease of use and intention to use play an important role in the acceptance of a public service website.

Although research on the acceptance of village information systems has been conducted, there remains room for further investigation into the acceptance of village websites from the perspective of the community as end users, as much of the prior research has focused primarily on village officials or internal system users. Therefore, this study offers novelty in its research context by directly analyzing the acceptance of the Asempapak Village Information System website based on the perceptions of village residents. This study aims to analyze the effect of Perceived Usefulness and Perceived Ease of Use on Behavioral Intention to Use and Actual System Use in the context of accepting the Asempapak Village Information System website.

2. Literature Review

2.1. Village Information System

A Village Information System is an information technology-based system used to support administrative processes, service delivery, and the dissemination of information to the community at the village level. This system assists village officials in managing population data, correspondence services, activity information, and other administrative needs. Yoraeni et al. [1] stated that the implementation of a Village Information System can improve the quality of public services and support village development toward becoming a smart village.

A Village Information System also plays an important role in improving the transparency and effectiveness of village governance. Akbar [8] explained that a Village Information System is not only used for administrative purposes but also supports village development by providing data and information that are more easily accessible. With a village website in place, residents can obtain information without always having to visit the village office in person.

However, the success of a Village Information System largely depends on the level of user acceptance. An available system is not necessarily optimally utilized if the community does not understand its benefits, finds it difficult to use, or has not yet developed a habit of accessing digital services. Therefore, community acceptance of village websites needs to be examined more systematically.

2.2. Technology Acceptance Model

The Technology Acceptance Model (TAM) is a model used to explain user acceptance of a technology. This model was introduced by Davis [3] and has become one of the most widely used theories in information systems research. TAM explains that technology acceptance is influenced by two main constructs: Perceived Usefulness and Perceived Ease of Use.

Perceived Usefulness refers to the extent to which a person believes that using a system can improve performance or assist in carrying out their activities. Perceived Ease of Use, meanwhile, refers to the extent to which a person believes that using a system requires little effort. Davis [3] stated that technology perceived as easy to use tends to be more readily accepted, since users do not feel burdened when operating it.

As the model developed, TAM also explained that perceived usefulness and perceived ease of use can influence Behavioral Intention to Use, which in turn can influence Actual System Use. Venkatesh and Davis [4] asserted that behavioral intention serves as an important link between users' perceptions and their actual use of a technology.

2.3. Perceived Usefulness

Perceived Usefulness is a user's perception of the benefits a system provides in helping to fulfill specific needs or activities. In the context of the Asempapak Village Information System website, Perceived Usefulness reflects the extent to which the community feels that the village website helps them obtain information and more effectively supports their administrative needs. Davis [3] explained that the higher the perceived benefit, the greater the likelihood that users will intend to use the system.

Mediaty et al. [9] further explained that Perceived Usefulness is related to users' belief that a technology can improve productivity and effectiveness. When the community perceives the village website as useful for accelerating access to services, their positive perception of the system increases. However, perceived usefulness does not necessarily drive usage unless it is supported by ease of access and a habit of using digital services.

2.4. Perceived Ease of Use

Perceived Ease of Use is a user's perception of how easy it is to learn and use a system. In this study, Perceived Ease of Use relates to how easily the community can access the village website, understand its interface, use its features, and search for the information they need. Davis [3] stated that a system that is easy to use tends to increase perceived usefulness and the intention to use the technology.

Ease of use is a particularly important aspect in the context of a village website, as users come from diverse backgrounds and not all community members have the same level of digital literacy. Therefore, a simple interface, clear features, and uncomplicated access can be important factors in increasing community acceptance of the Village Information System website.

2.5. Behavioral Intention to Use

Behavioral Intention to Use is a user's intention or tendency to continue using a system. According to Putu et al. [10], Behavioral Intention to Use reflects a user's drive to keep using a system when they have both access to and a need for the technology. In the context of this study, this variable reflects the community's intention to use the village website regularly, to return to it, and to make use of the system even when it is not mandatory.

Intention to use is an important stage preceding actual use. Community members who hold a positive perception of the ease of use and usefulness of the village website tend to have a stronger intention to access it. Nevertheless, this intention still needs to be supported by socialization efforts, prior usage experience, and the relevance of the services available within the system.

2.6. Actual System Use

Actual System Use is the real, observed use of a system by its users. Davis et al. [11] explained that actual use can be observed through the frequency, duration, and intensity of system utilization. In the context of the Asempapak Village Information System website, Actual System Use reflects how often the community accesses the website, uses its features, searches for information, or makes use of the administrative services it provides.

3. Research Method

3.1. Data Types and Sources

The primary data was collected directly from residents of Asempapak Village through online and offline questionnaires. The data collection instrument contained statements describing residents' perceptions and experiences regarding the use of the Village Information System. The study population included all residents of Asempapak Village, Sidayu Subdistrict, Gresik Regency, totaling 1,129 people. This population was selected because every individual has the potential to be an active user of the Village Information System (SID), thereby providing a realistic picture of the level of acceptance of this technology. To determine the sample size, the Slovin formula was used with a margin of error of 10%:

$$n = \frac{N}{1 + N \cdot e^2}$$

Notes:

n : Sample Size
N : Population
e2: Error tolerance value

$$n = \frac{N}{1 + N \cdot e^2} = \frac{1129}{1 + 1129(0.1)^2} = 92$$

Thus, the sample size was set at a minimum of 92 respondents. The sampling method used was simple random sampling. This technique was chosen to ensure that the data collected would be objective, minimally biased, and representative of the population as a whole.

3.2. Data Collection and Analysis Techniques

Data were collected using a questionnaire designed based on the constructs in the TAM model. This questionnaire was distributed to respondents and consisted of several indicators measured using a 1–4 Likert scale (1 = Strongly Disagree, 4 = Strongly Agree).

1. Perceived Usefulness (PU) refers to village residents' perceptions of the benefits of the village information system in improving the effectiveness and efficiency of village services.
2. Perceived Ease of Use (PEU) refers to how village residents perceive the ease of using the village information system.
3. Behavioral Intention to Use (BIU) is the extent to which village residents intend to use the village information system.
4. Actual System Use (AU) is the actual level of use of the village information system by village residents in handling administrative and public services.

The questionnaire used in this study was adapted from Dwi et al. [5], which was originally used to measure the acceptance of SIJALAK among village office staff in Pohsanten Village. However, for the purposes of this study, the instrument was adapted to reflect the characteristics of the residents of Asempapak Village in order to capture usage patterns among the general public.

Table 1: Questionnaire Questions

Variables	Indicator	Statement Items	Code
Perceived Usefulness (PU)	Efficient	I feel that the Asempapak Village Information System helps me complete administrative tasks more quickly and efficiently.	PU1
	Effective	I feel that the Asempapak Village Information System plays an effective role in supporting administrative services.	PU2
	Productive	I feel that the Asempapak Village Information System helps me complete more administrative tasks at once.	PU3
	Ease of Learning	I find the Asempapak Village Information System easy to learn	PUE1

Perceived Ease of Use (PEU)	Ease of Use	I find the Asempapak Village Information System easy to use	PUE2
	Feature Clarity	I find the Asempapak Village Information System has clear features	PEU3
	Clarity	I find the Asempapak Village Information System has a user-friendly interface that isn't confusing	PEU4
Behaviour Intention to Use (BIU)	Intention to use	I intend to use the village information system on a regular basis.	BIU1
	Motivation to use	I am motivated to use the village information system because it makes it easier to provide village services.	BIU2
	Intention to reuse	I want to continue using the village information system even though it is not required.	BIU3
Actual System Use	Frequency	I often access the village information system to look up information or request administrative services from the village office.	AU1
	Duration	Over the past month, I have used the village information system several times to look up information or request services.	AU2
	Feature Utilization	I use various features in the village information system to help with my administrative needs.	AU3
	Task Completion	With the village information system, I can complete administrative tasks faster than with previous methods.	AU4

The analysis technique employed PLS-SEM using SmartPLS software, following the approach outlined by Syarwani et al. [6] for analyzing the acceptance of village information systems based on the TAM. The following are the stages of data analysis:

1. Outer Model Test

Validity and reliability were preliminarily tested on a sample of 30 respondents to ensure that the questionnaire items accurately and consistently measured the TAM constructs (PU, PEU, BIU, AU), in accordance with the approach by Syarwani et al. [6]. Validity was evaluated using a correlation matrix on the initial sample, with the Average Variance Extracted (AVE) measure for convergent validity (value > 0.5) and the Cross-Loading criterion for discriminant validity. Reliability was measured using Cronbach's Alpha and Composite Reliability, with a minimum threshold of 0.7. After the instrument was validated, the main analysis was conducted on the entire sample of 92 respondents using PLS-SEM to confirm validity and reliability using the complete data set Hair et al., [13].

2. Inner Model Test

The R-squared test was conducted to evaluate the effect size and predictive power of the model, following Syarwani et al. [6]. R-squared measures the variance of the endogenous variables (PU, BIU, AU) that is explained, using the criteria of 0.25 (weak), 0.50 (moderate), and 0.75 (strong) to assess the relevance of the TAM model Hair et al., [13].

3. Hypothesis Testing

Hypothesis testing is considered significant if the t-statistic value is > 1.96 ($p < 0.05$). Structural equation modeling was used to test the hypotheses. The hypotheses tested included the effect of Perceived Ease of Use (PEU) on Perceived Usefulness (PU), the effects of PEU and PU on Behavioral Intention to Use (BIU), and the effect of BIU on Actual Usage (AU), in accordance with the TAM model adapted from Davis [3].

3.3. Results and Discussion

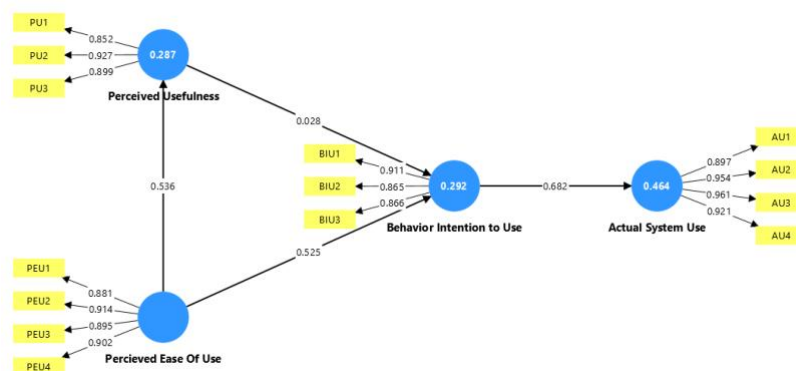


Fig. 1: Outer Loadings

Based on the results of the outer loadings test, all indicators for each variable had loading values that met the criteria and were therefore deemed valid in representing the constructs being measured. For the Perceived Usefulness (PU) variable, all indicators were able to describe respondents' perceptions of the system's benefits in improving the efficiency, effectiveness, and productivity of village administration. The Perceived Ease of Use (PEU) variable is also reflected by indicators representing ease of learning, ease of use, and the clarity of the system's features and interface. Furthermore, the Behavioral Intention to Use (BIU) variable describes respondents' intention to use the system regularly, their motivation for use, and their desire to continue using the system. The Actual System Use (AU) variable is reflected through indicators that measure frequency, duration, feature utilization, and the system's ability to assist in task completion. Thus, all indicators are deemed suitable for analysis in the next stage.

3.3.1. Descriptive Statistics

This study measured the perceptions of 92 residents of Asempapak Village regarding the Asempapak Village Information System (SID) website (<https://desaasempapak.gresikkab.go.id/>) using a 1–4 Likert scale questionnaire (1 = Strongly Disagree, 4 = Strongly Agree). Four TAM constructs were measured: Perceived Ease of Use (PEU), Perceived Usefulness (PU), Behavioral Intention to Use (BIU), and Actual Usage (AU). The results of the descriptive statistical analysis are presented in the table below.

Table 2: Descriptive Statistics

Variables	Perceived Usefulness	Perceived Ease Of Use	Behavioral Intention to Use	Actual System Use
Mean	3.209	2.801	2.360	1.873
Standar Error	0.071	0.083	0.095	0.097
Median	3.333	3	2.333	1.5
Mode	4	3	1	1
Standard Deviation	0.699	0.830	0.939	0.962
Minimum	1	1	1	1
Maximum	4	4	4	3.75

The results of the descriptive analysis show that residents' perceptions of the usefulness of the village information system (PU) are relatively high, with an average score of 3.209. This reflects that residents generally believe the system provides benefits in the completion of administrative services. Perceptions of ease of use (PEU) averaged 2.801, indicating that the system is fairly easy to access for most respondents. Meanwhile, the average score for behavioral intention to use the system (BIU) was only 2.360, and actual system usage (AU) was the lowest at 1.873. These findings indicate a gap between perceptions of benefits and ease of use and actual intentions and behavior regarding system use, which aligns with the findings of Dwi et al. [5] and Alfandi & Mambaco [12], where AU scores were low despite high PU and PEU scores.

3.4. Inferential Statistics

3.4.1. Outer Model Test

1. Validity and reliability

Inferential analysis was conducted using the PLS-SEM approach. The results of the outer model test indicate that all indicators meet the criteria for validity and reliability, with outer loadings > 0.7, Cronbach's Alpha > 0.8, and AVE > 0.5. This indicates that the instrument has good convergent validity, and that each construct is unique and does not overlap Hair et al., [13].

Table 3: Validity and Reliability

Construct	Indicator	Outer Loading	Cronbach's Alpha	Average Variance Extracted (AVE)	Composite Reliability
Perceived Usefulness (PU)	PU1	0.852	0.873	0.798	0.922
	PU2	0.927			
	PU3	0.899			
Perceived Ease of Use (PEU)	PEU1	0.881	0.920	0.807	0.943
	PEU2	0.941			
	PEU3	0.895			
	PEU4	0.902			
Behaviour Intention to Use (BIU)	BIU1	0.911	0.856	0.776	0.943
	BIU2	0.865			
	BIU3	0.866			
Actual System Use	AU1	0.897	0.951	0.871	0.964
	AU2	0.954			
	AU3	0.961			
	AU4	0.921			

2. Discriminant Validity (Cross Loading)

The results of the discriminant validity test using cross-loading indicate that each indicator has the highest loading on its intended construct. For example, indicator PU2 shows a loading value of 0.927 on the Perceived Usefulness construct and significantly lower loadings on other constructs. Similarly, indicator PEU2 recorded a loading value of 0.914 on the Perceived Ease of Use construct, which was higher than its loadings on other constructs. The same applies to BIU1 (0.911) and AU3 (0.961), which had the highest loadings on their respective original constructs.

Table 4: Cross Loading

	Perceived Usefulness	Perceived Ease Of Use	Behavioral Intention to Use	Actual System Use
	0.852	0.437	0.281	0.200

Perceived Usefulness (PU)	0.927	0.489	0.334	0.120
	0.899	0.509	0.208	-0.003
	0.448	0.881	0.519	0.376
Perceived Ease of Use (PEU)	0.502	0.914	0.501	0.386
	0.490	0.895	0.459	0.296
	0.484	0.902	0.458	0.296
Behaviour Intention to Use (BIU)	0.308	0.568	0.911	0.630
	0.386	0.496	0.865	0.460
	0.134	0.357	0.866	0.694
	0.058	0.314	0.585	0.897
Actual System Use	0.102	0.352	0.638	0.954
	0.087	0.318	0.657	0.961
	0.186	0.426	0.642	0.921

These findings indicate that all indicators accurately measure the intended constructs, with no overlap between constructs. Based on the guidelines by Hair et al., [13], this confirms that discriminant validity has been established, and the model can proceed to the structural analysis stage.

3.4.2. Outer Model Test

1. R-square

In the inner model, the R-squared values for the constructs Perceived Usefulness (PU) and Behavioral Intention to Use (BIU) were 0.287 and 0.292, respectively, which, according to the criteria established by Hair et al., [13], fall into the weak-to-moderate category. The constructs influencing PU and BIU were only able to explain a small portion of the variance in each of these variables.

This may be because other factors outside the model—such as environmental support, village policies, or digital literacy levels—have not been included in the analysis. Meanwhile, the Actual System Use (AU) construct has an R-squared value of 0.464, which falls into the fairly strong category, indicating that the BIU variable makes a significant contribution to explaining residents' actual system usage behavior. Overall, these results suggest that the TAM model is relevant for application in Asempapak Village, although there is still room for further development through the inclusion of external variables.

Table 5: R-square Test

Construct	R-square	R-square adjusted
Perceived Usefulness	0.287	0.280
Behavioral Intention to Use	0.292	0.277
Actual System Use	0.464	0.459

3.4.3. Hypothesis Testing

Table 6: Hypothesis Testing

	Original Sample	Sample Mean	Standard Deviation	T statistics	P Values
PU → BIU	0.028	0.026	0.096	0.287	0.774
PEU → PU	0.536	0.542	0.066	8.101	0.000
PEU → BIU	0.525	0.525	0.088	5.983	0.000
BIU → AU	0.682	0.685	0.058	11.828	0.000

Table 3. The hypothesis test for the effect of Perceived Usefulness (PU) on BIU was not significant ($\beta = 0.028$, $p = 0.774$). This differs from the classic TAM model proposed by Davis and Venkatesh et al. [4], which predicted a positive relationship between PU and BIU. This lack of significance can be explained by the local context, such as limited digital literacy or the community's preference for face-to-face services. A similar study by Minin et al. [14] also emphasized the importance of the end-user context in rural areas, where the benefits of the system are not yet sufficient to drive intention without the support of ease of access and a positive initial experience.

Hypothesis testing in this model shows that Perceived Ease of Use (PEU) has a significant effect on Perceived Usefulness (PU) ($\beta = 0.536$, $p < 0.001$). These results support the original Technology Acceptance Model framework by Davis [3], which states that the ease of use of a system directly increases the perception of its benefits. This relationship is also reinforced by the findings of Syarwani et al. [6] in their study on Siskeudes in rural villages, where PEU had a significant effect on PU.

Furthermore, PEU was also found to significantly influence Behavioral Intention to Use (BIU) ($\beta = 0.525$, $p < 0.001$). The easier the system is to operate, the stronger citizens' intention to continue using it. These results support the findings of Puspitasari & Kusumawardani [7], who emphasized the important role of ease of use in driving intentions toward online public service systems.

Behavioral Intention to Use (BIU) proved to be a very strong predictor of Actual System Use (AU) ($\beta = 0.682$, $p < 0.001$). This finding is highly consistent with the TAM model developed by Davis [3] and reinforced by This finding indicates that when residents have the intention to use the system, they are highly likely to actually use it. Therefore, strategies to increase the utilization of the Asempapak Village SID need to focus on strengthening residents' intentions through education, outreach, and a supportive user experience.

4. Conclusion

This study found that PEU plays a key role in shaping PU and BIU, while PU does not significantly influence usage intention. This suggests that perceived benefits alone are not sufficient without the support of an easy and convenient experience. Meanwhile, BIU was found to be the most influential factor on actual usage (AU), underscoring the importance of building intention as the foundation for citizen engagement. Based on these findings, SID management should focus on improving the user experience by simplifying access, providing digital assistance through village officials, and conducting interactive outreach that is relevant to community needs. Furthermore, the use of the system should be meaningfully integrated into administrative service processes so that residents become accustomed to and motivated to use it. With an approach focused on ease of use, social support, and service relevance, the SID can serve as a vehicle for more inclusive and sustainable digital transformation in villages.

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