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Analyzing the Adoption of SIAKAD Service at Subang University Using UTAUT-3

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Abstract

Subang University has used the online Academic Information System (SIAKAD) as a technology adoption. The problem is that not all faculties use SIAKAD optimally. Therefore, it is important to find out factors that influence user satisfaction to increase user satisfaction with SIAKAD services. This research aims to provide recommendations to increase user satisfaction with SIAKAD services and enhance the efficiency and effectiveness of administrative processes at Subang University. The Unified Theory of Acceptance and Use of Technology (UTAUT) 3 and Technology Acceptance Model (TAM) methods are utilized in this study. This method model of UTAUT 3 is chosen since it has more complete variables than UTAUT 1 and UTAUT 2. This research combines the three main variables from UTAUT 3 with the two main variables from TAM. The three main UTAUT 3 variables used are the usability variable, the ease-of-use variable, and the self-motivation variable. This study tests the model using the PLS-SEM technique and SmartPLS software. Test findings show that Behavioral Intention is influenced positively and significantly by Facilitating Conditions and Performance Expectancy. Meanwhile, Use Behavior is positively and significantly impacted by Behavioral Intention.

Keywords: UTAUT 3; TAM; Technology Adoption; User Satisfaction.

Introduction

Information system technology has rapidly developed and made significant changes in various fields. Many things that were previously done manually are now automated with the development of information technology, which greatly helps business processes to be more effective and efficient. The development of information technology indirectly encourages many institutions, especially education in Indonesia, to create a website as a means of information and communication. This is evidenced by data collected from the Information and Communication Technology Development Index (IP-ICT) by the International Telecommunications Union (ITU). In 2022, the Central Bureau of Statistics conducted seven calculations. In 2021, Indonesia's IP-ICT obtained data of 5.76, up 0.17 from the previous year's data of 5.59 on a scale of 0–10 (Direktorat Statistik Keuangan, Teknologi Informasi, 2021).

Institutions, especially education in Indonesia, have various systems, one of which is the academic information system. SIAKAD is an information system that supports administrative and management processes for higher education institutions. This system supports academic activities for students, lecturers, and administration in a very significant way. Although many universities have accessed and used this information system, there are still many users who have difficulty using it (Merliana & Putra, 2021).

Subang University is a university that has used an online Academic Information System (SIAKAD) to manage student data, lecturer data, fill out Study Plan Cards (KRS), make class schedules, and fill out grades. With the existence of an academic information system, it is hoped that users will play an active role in its operation. According to (Rahmaniya *et al*., 2023), campaigns are necessary for people to carry out their daily duties successfully. If the system is user-friendly and fulfills user needs, it can be considered successful. However, to enhance the SIAKAD website's user interface, an assessment is required.

To examine factors that influence the use of the Academic Information System (SIAKAD), this research applies the UTAUT 3 and TAM methods. The model is used to determine the technology acceptance factor of SIAKAD users (Bharata & Widyaningrum, 2020). The UTAUT model also helps researchers prove user perception factors and expected benefits from SIAKAD so that it helps system development according to user needs (Risanti *et al*., 2023). The rationale behind selecting this particular approach model is because the UTAUT 3 theory draws upon earlier models of technology adoption and acceptance, including the Technology of Acceptance Model (TAM), Task-Fit Technology, Theory of Reason Action (TRA), and Theory of Planned Behavior (TPB) *(Venkatesh et al*., 2003). The UTAUT 3 method has more complete variables than UTAUT 1 and UTAUT 2. This study combines the three main variables from UTAUT 3 with the two main variables from TAM. The three main variables of UTAUT 3 being used are the usability variable (use behavior), the ease-of-use variable (effort expectancy), and the self-motivation variable (hedonic motivation). Meanwhile, the two main variables of TAM are the perceived usefulness variable and the perceived ease of use variable (Hamrul *et al*., 2018). This method will be used to collect and analyze data from respondents who have used the academic information system. The information gathered will be utilized to assess how these factors affect users' satisfaction with academic information system services.

Based on the above background, research was conducted entitled "Analyzing the Adoption of SIAKAD Service at Subang University Using UTAUT-3." It is hoped that this research will help understand factors that influence user satisfaction and provide recommendations to better improve the use of academic information systems in the future, to increase the efficiency and effectiveness of the academic administration process at Subang University.

Method

The research steps are shown in Figure 1, including the following:

1. Problem Identification

   This research takes on the topic of analyzing SIAKAD by applying the UTAUT 3 and TAM models with a case study at the University of Subang. The proof of the influence of variables was put forward by Farooq in his research (Fatahudin, 2020) in the form of effort expectancy variables, facilitating conditions, habit, hedonic motivation, performance expectancy, price value, social influence, and personal innovativeness on behavioral intention and use behavior.

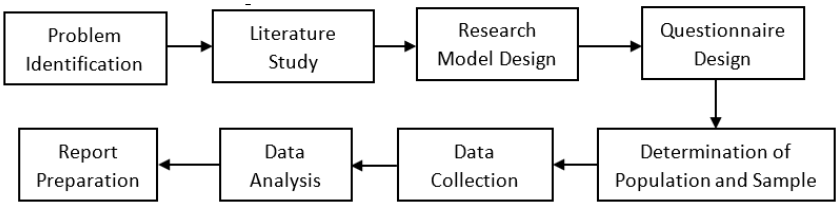

Figure 1. Research Steps

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2. Literature Study
   One of the methods used to collect data is by studying literature through journals, books, reports, and other sources of information related to the problem under study, which can support the completeness of the information needed.
3. Research Model Design
   The model design in this study applies to the UTAUT 3 and TAM models. The type of research methodology used is quantitative since the research data is in the form of numbers and uses statistical calculation test tools (Sugiyono, 2017). The principle of objectivity is also strictly applied in this study. This principle is obtained through the use of instruments that have been tested for reliability and validity. This research includes deductive research, as the description of the problem starts from general to specific things (Meha, 2019).
4. Questionnaire Design
   The design of the questionnaire was carried out by making statement items based on the UTAUT 3 and TAM models. This questionnaire applies a Likert scale with a score range of 1–5 points (from strongly agree to strongly disagree), according to Arikunto's research (Djumingin *et al*., 2022).
5. Determination of Population and Sample
   In this study, determining the population and sample data involves students, lecturers, and administrative staff. The technique of data collection used is random sampling, where data is taken randomly by distributing questionnaires using Google Forms to respondents. This research took samples of 100 respondents from Subang University. Determining the number of samples taken is based on Roscoe's opinion that the appropriate sample size used in research is between 30 and 500, so it is deemed sufficient for this research to take 100 samples.
6. Data Collection
   Data collection was carried out by distributing questionnaires to respondents online in the form of Google Forms through the WhatsApp application, both privately and in groups/communities. The questionnaire was chosen because this technique is more efficient.
7. Data Analysis
   To collect data for this study, which employs quantitative analysis techniques, 100 respondents, namely students, lecturers, and administrative staff at Subang University, were given questionnaires. Analyses that work with data in the form of numbers and apply mathematical operations to examine its characteristics are known as quantitative analyses (Septiani & Burhanudin, 2023). The results of the questionnaire data were then analyzed by partial least squares structural equation modeling (PLS-SEM). The PLS method was chosen since the data does not have to be normally distributed and the sample does not have to be large. PLS can also explain whether there is a relationship or not between the variables formed with indicators. The software used in this research is Smart-PLS 3.3.
8. Report Preparation
   The final step is to compile a research report following the instructions of the study program.

Results and Discussions

1. Convergent Validity Test
   To demonstrate each indicator's validity for its latent variable, the convergent validity test is used. Either the loading factor value or the outer loading value can be used to calculate the convergent validity value at the indicator level. If the value is 0.7 or higher, the standard outer loading value is considered good, indicating that the indicator is legitimate (Hair *et al*., 2017). Meanwhile, at the variable level, convergent validity is known from the Average Variance Extracted (AVE) value. A variable is said to be valid if its AVE value is above 0.5 (Henseler & Fassott, 2010).
   The test results of the 20 questionnaire items that have been distributed show an outer loading value above 0.7 and an AVE value above 0.5, which is presented in Table 1.

Table 1
Convergent Validity Test Results

Variable	Indicator	Outer Loading	AVE	Description
Performance Expectancy	P-E_1	0.898	0.773	Valid
	P-E_2	0.860		
Effort Expectancy	E-E_1	0.984	0.815	Valid
	E-E_2	0.814		
Social Influence	S-I_1	0.965	0.910	Valid
	S-I_2	0.942		
Facilitating Conditions	F-C_1	0.942	0.849	Valid
	F-C_2	0.900		
Hedonic Motivation	H-M_1	0.949	0.859	Valid
	H-M_2	0.904		
Price Value	P-V_1	0.984	0.848	Valid
	P-V_2	0.853		
Habit	H-B_1	0.768	0.758	Valid
	H-B_2	0.962		
Personal Innovativeness	P-I_1	0.833	0.795	Valid
	P-I_2	0.946		
Behavior Intention	B-I_1	0.878	0.808	Valid
	BI2	0.920		
Use Behavior	UB1	0.914	0.857	Valid
	UB2	0.938		

2. Discriminant Validity Test

The discriminant validity test can be seen from the Fornell-Larcker criterion value and the Cross Loading value as shown in Table 2 and Table 3. The Fornell-Larcker correlation coefficient value indicates how strong the relationship between latent variables and indicators is. The higher the correlation coefficient, the better the indicator reflects the latent variable. If most of the indicators have a high correlation coefficient with the corresponding latent variable, then it is an indication that the construct has good validity. However, if there are several indicators with low correlation coefficients, it is necessary to re-evaluate the measurement or indicator.

Table 2
Fornell-Larcker Criterion

Variable	B-I	E-E	F-C	H-B	H-M	P-E	P-I	P-V	S-I	U-B
B-I	**0.899**									
E-E	0.089	**0.903**								
F-C	0.240	-0.025	**0.921**							
H-B	0.100	0.104	0.100	**0.871**						
H-M	0.144	0.181	0.128	0.155	**0.927**					
P-E	0.246	0.065	0.024	0.130	0.020	**0.879**				
P-I	0.147	0.033	0.111	0.862	0.062	0.184	**0.891**			
P-V	0.116	0.109	0.052	0.364	0.215	0.063	0.342	**0.921**		
S-I	0.135	0.091	0.150	-0.002	0.309	0.024	-0.027	0.130	**0.954**	
U-B	0.360	-0.028	0.139	0.240	0.107	0.061	0.236	0.079	0.050	**0.926**

By analyzing the correlation between a concept's indicators and those of other constructs, cross-loading helps determine whether a construct has sufficient discriminant validity. A construct is considered to have good discriminant validity if its correlation with other constructs is lower than its correlation with its indicator. The results of the calculation of the Cross-Loading value are shown in Table 3 as follows:

Table 3
Cross Loading Value

Variable	B-I	E-E	F-C	H-B	H-M	P-E	P-I	P-V	S-I	U-B
B-I_1	0.878	0.092	0.111	0.100	0.085	0.270	0.159	0.089	0.077	0.290
B-I_2	0.920	0.071	0.303	0.083	0.166	0.183	0.111	0.117	0.159	0.352
E-E_1	0.100	0.984	-0.038	0.122	0.167	0.081	0.049	0.103	0.084	-0.022

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Variable	B-I	E-E	F-C	H-B	H-M	P-E	P-I	P-V	S-I	U-B
E-E_2	0.031	0.814	0.024	0.023	0.185	-0.003	-0.028	0.100	0.094	-0.038
F-C_1	0.251	-0.098	0.942	0.093	0.155	0.072	0.122	0.085	0.132	0.134
F-C_2	0.184	0.075	0.900	0.091	0.070	-0.041	0.078	0.001	0.147	0.120
H-B_1	0.066	0.095	0.061	0.768	0.103	0.048	0.728	0.428	0.016	0.104
H-B_2	0.102	0.094	0.103	0.962	0.156	0.147	0.801	0.287	-0.010	0.265
H-M_1	0.150	0.167	0.107	0.169	0.949	0.062	0.058	0.227	0.262	0.072
H-M_2	0.111	0.171	0.135	0.111	0.904	-0.040	0.057	0.163	0.321	0.138
P-E_1	0.231	0.001	0.013	0.076	-0.030	0.898	0.173	0.047	-0.024	0.066
P-E_2	0.200	0.122	0.032	0.160	0.072	0.860	0.149	0.065	0.073	0.039
P-I_1	0.090	-0.009	0.108	0.693	0.064	0.106	0.833	0.389	-0.049	0.149
P-I_2	0.159	0.052	0.096	0.830	0.052	0.201	0.946	0.262	-0.011	0.251
P-V_1	0.132	0.097	0.063	0.343	0.208	0.062	0.330	0.984	0.103	0.073
P-V_2	0.045	0.121	0.012	0.357	0.196	0.051	0.311	0.853	0.186	0.082
S-I_1	0.143	0.054	0.160	-0.031	0.271	0.018	-0.047	0.102	0.965	0.041
S-I_2	0.112	0.130	0.121	0.034	0.326	0.030	0.001	0.152	0.942	0.056
U-B_1	0.343	-0.058	0.102	0.150	0.044	0.052	0.129	-0.005	0.020	0.914
U-B_2	0.324	0.002	0.151	0.284	0.147	0.060	0.295	0.140	0.069	0.938

The test results show that the outer loading value of the indicator and the intended variable has a greater value than the correlation value of the indicator with other variables, so the indicator is declared valid, or, in other words, the latent variable can predict its indicators better than the indicators on other variables.

3. Internal Consistency Reliability Test

There are two stages in the Internal Consistency Reliability test: the lower limit is determined by looking at Cronbach's alpha value, and the upper limit is determined by looking at the Composite Reliability. In Cronbach's alpha test, reliability is good if the value is > 0.80, acceptable if the value is > 0.70, and low if the value is > 0.60 (Daud *et al*., 2018). The second stage is done by looking at Composite Reliability. In the Composite Reliability test, the data can be said to have a good level of reliability if the test result value is above the minimum value of 0.7 (Prahiawan *et al*., 2021).

The test results of the Cronbach's alpha value and the Consistency Reliability value are shown in Table 4, which indicates that the variables of Cronbach's alpha and Composite Reliability values are more than equal to 0.7. So, it can be concluded that the variables have good reliability values and the questionnaire confirmed that it can be used to measure the proposed phenomenon.

Table 4
Reliability Test Results

Variable	*Cronbach's Alpha*	*Composite Reliability*	Description
Performance Expectancy	0.708	0.718	Reliable
Effort Expectancy	0.820	1,769	Reliable
Social Influence	0.902	0.942	Reliable
Facilitating Conditions	0.825	0.864	Reliable
Hedonic Motivation	0.839	0.894	Reliable
Price Value	0.856	1,687	Reliable
Habit	0.721	1,109	Reliable
Personal Innovativeness	0.757	0.913	Reliable
Behavioral Intention	0.765	0.786	Reliable
Use Behavior	0.834	0.848	Reliable

4. R-Square Test

The R-Square (*R*2) calculation is used to test how much the exogenous variables affect the endogenous variables. R-Square (*R*2) has a measurement standard of 0.670, which is declared strong; 0.333, which is moderate; and 0.190 and below indicate the level of weak variables, according to (Ghozali, 2016)].

Table 5
R-Square Value

Variable	*R Square*
Behavior Intention	0.148
Use Behavior	0.173

Each structural model (also known as the inner model) in this study is classified as "weak" based on the model criteria, as shown by the value of R-Square in Table 5. The Behavior Intention variable has a value (*R*2) of 0.148, which means that the Behavior Intention variable is less able to explain 14% of the changes in the Behavior Intention variable and the remaining 86% is influenced by other factors outside the research model. Conversely, the Use Behavior variable's *R*2 value of 0.173 indicates that it can only account for 17% of the variation, with the remaining 83% being influenced by variables not included in the study model.

5. Goodness of Fit Test

The goodness of Fit calculations are carried out to determine the quality level of a research model.

Table 6
Fit Value

	Saturated model	Estimated model
SRMR	0.061	0.062
d_ULS	0.784	0.815
d_G	0.715	0.717
Chi-square	457.010	458.368
NFI	0.566	0.565

From Table 6, the SRMR value obtained is 0.062 < 0.08, which means that the model fit is acceptable. The difference between the data correlation matrix and the estimated model correlation matrix is represented by this value (Hair *et al*., 2019).

6. Hypothesis Testing and Discussion

Hypothesis testing is done using t-statistics or t-count by looking at the Path Coefficient output in Figure 2 and Table 7 from the bootstrapping results as follows: The Behavioral intention (B-I) variable on the Use Behavior (U-B) variable shows a t-count value of 3.791. The variable Effort Expectancy (E-E) on the Behavioral Intention (B-I) variable shows a t-count value of 0.570. The Facilitating Condition (F-C) variable on the Behavioral intention (B-I) variable shows a t-count value of 2.125. The Facilitating Condition (F-C) variable on the Use Behavior (U-B) variable shows a t-count value of 0.362. The Habit Motivation variable (habit/H-B) on the Behavioral Intention (B-I) variable shows a t-count value of 0.900. The variable Habit (habit/H-B) on the Use Behavior (U-B) variable shows a t-count value of 0.973. The variable Hedonic motivation (H-M) on the Behavioral intention (B-I) variable shows a t-count value of 0.950. The Performance Expectancy (P-E) variable on the behavioral intention variable shows a t-count value of 1.771. The Personal Innovativeness (P-I) variable on the behavioral intention variable shows a t-count value of 1.210. The personal innovation variable (Personal Innovativeness/P-I) on the Use Behavior (U-B) variable shows a t-count value of 0.167. The Price Value (P-V) variable on the Behavioral Intention (B-I) variable shows a t-count value of 0.317. The Social Influence (S-I) variable on the Behavioral Intention (B-I) variable shows a t-count value of 0.704.

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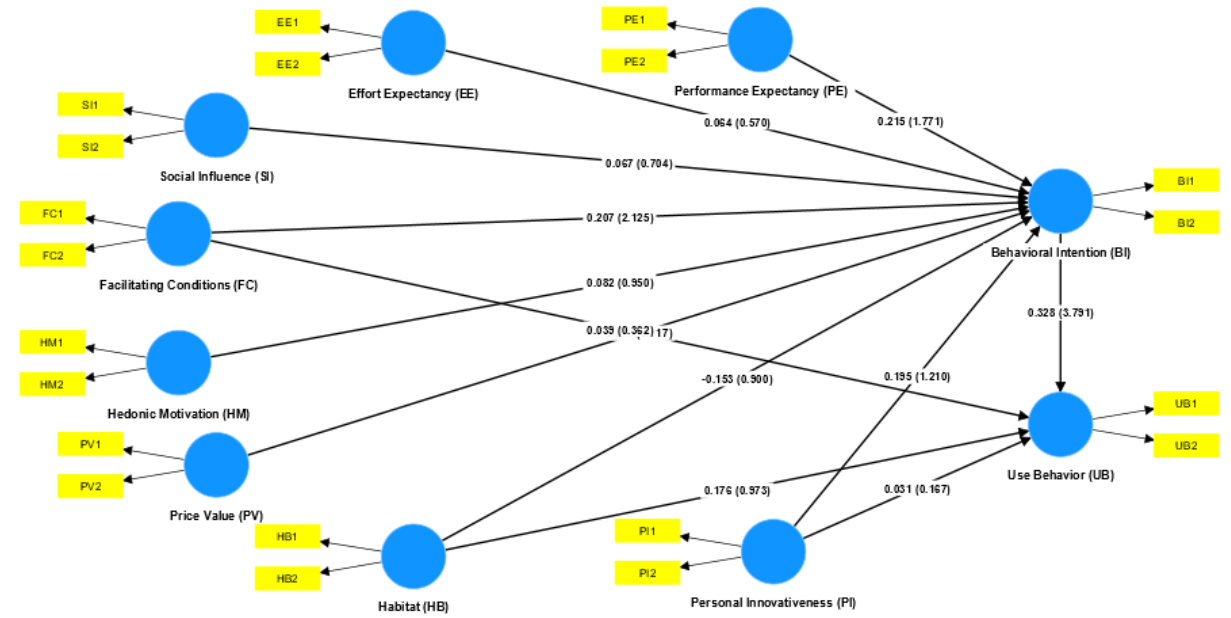

Figure 2. Path Coefficient Model

Table 7
Path Coefficients

	Original Sample (0)	*Sample Mean* (M)	*Standard Deviation* (STDEV)	T *Statistics* (IO/ STDEVI)	P *Values*
Behavioral Intention (B-I) -> Use Behavior(U-B)	0.328	0.332	0.087	3,791	0.000
Effort Expectancy (E-E) -> BehavioralIntention (B-I)	0.064	0.052	0.112	0.570	0.569
Facilitating Conditions (F-C) -> Behavioral Intention (B-I)	0.207	0.216	0.098	2,125	0.034
Facilitating Conditions (F-C) -> Use Behavior(U-B)	0.039	0.036	0.107	0.362	0.717
Habit (H-B) -> Behavioral Intention (B-I)	-0.153	-0.152	0.169	0.900	0.368
Habit (H-B) -> Use Behavior (U-B)	0.176	0.162	0.181	0.973	0.331
Hedonic Motivation (H-M) -> BehavioralIntention (B-I)	0.082	0.096	0.087	0.950	0.342
Performance Expectancy (P-E) -> Behavioral Intention (B-I	0.215	0.220	0.121	1,771	0.077
Personal Innovativeness (P-I) -> Behavioral Intention (B-I	0.195	0.195	0.161	1,210	0.226
Personal Innovativeness (P-I) -> Use Behavior(U-B)	0.031	0.049	0.188	0.167	0.867
Price Value (PV) -> Behavioral Intention (B-I)	0.047	0.049	0.148	0.317	0.751
Social Influence (SI) -> Behavioral Intention(B-I)	0.067	0.076	0.095	0.704	0.482

Testing the hypothesis is done by comparing the t-count with the t-table. This comparison is used to determine whether the influence between variables exists or not. Testing with bootstrapping is used to see the t-count value. This aims to minimize the problem of non-normality in research data. This study tests the hypothesis with the t-statistic value, where a = 0.1, and two-tailed hypothesis testing, so the t-value must be more than 1.65. According to Ghozali, Ha is accepted and H0 is rejected if the t-count value is greater than the t-table value (Fatahudin, 2020).

Table 8
Specific Indirect Effect

	Original Sample (0)	*Sample Mean* (M)	*Standard Deviation* (STDEV)	T *Statistics* (IO/ STDEVI)	P *Values*
Facilitating Conditions (F-C) -> Behavior Intention (B-I) -> Use Behavior (U-B)	0.068	0.070	0.036	1,902	0.057
Price Value (PV) -> Behavior Intention (B-I) -> Use Behavior (U-B)	0.015	0.016	0.051	0.302	0.762
Effort Expectancy (E-E) -> Behavior Intention (B-I) -> Use Behavior (U-B)	0.021	0.016	0.039	0.542	0.588
Habit (H-B) -> Behavior Intention (B-I) ->Use Behavior (U-B)	-0.050	-0.050	0.059	0.846	0.398
Hedonic Motivation (H-M) -> Behavior Intention (B-I) -> Use Behavior (U-B)	0.027	0.032	0.031	0.857	0.391
Performance Expectancy (P-E) -> Behavior Intention (B-I) -> Use Behavior (U-B)	0.071	0.073	0.046	1,528	0.127
Personal Innovativeness (P-I) -> Behavior Intention (B-I) -> Use Behavior (U-B)	0.064	0.065	0.058	1,096	0.273
Social Influence (SI) -> Behavior Intention(B-I) -> Use Behavior (U-B)	0.022	0.026	0.033	0.659	0.510

Table 7 and Table 8 show the relationship of each existing construct to other constructs. Therefore, these results are then used to test the research that has been previously proposed.

a. Discussion of Hypothesis-1

The Path Coefficient Output results show how Behavioral Intention (B-I) in using SIAKAD services is influenced by the constructs of Effort Expectations (E-E), Facilitating Conditions (F-C), Habits (H-B), Hedonic Motivation (H-M), Performance Expectancy (P-E), Personal Innovation (P-I), Price Value (P-V), and Social Influence (S-I). It is shown in Table 9.

Table 9
Hypothesis 1 Results

No	Variable	Hypothesis H0	Hypothesis Ha	T-*Statistics* (>1,65)	P-*Values* (<0.10)	Description
1	P-E -> B-I		√	**1,771**	**0.077**	**Positive and significant effect, Ha accepted**
2	E-E -> B-I	√		0.570	0.569	Positively influenced but not significant, H0 is accepted
3	S-I -> B-I	√		0.704	0.482	Positive influenced but not significant, H0 accepted
4	F-C -> B-I		√	**2,125**	**0.034**	**Positive and significant effect, Ha accepted**
5	H-M -> B-I	√		0.950	0.342	Positively influenced but not significant, H0 accepted
6	P-V -> B-I	√		0.317	0.751	Positively influenced but not significant, H0 accepted
7	H-B -> B-I	√		0.900	0.368	Positively influenced but not significant, H0 accepted
8	P-I -> B-I	√		1,210	0.226	Positively influenced but not significant, H0 accepted

b. Discussion of Hypothesis-2

The Path Coefficient Output results show how User Behavior (U-B) in using SIAKAD services is influenced by the Facilitating Conditions (F-C), Habits (H-B), Personal Innovation (P-I), and Behavioral Intentions (B-I) categories. It is shown in Table 10.

Table 10
Hypothesis 2 Results

No	Variable	Hypothesis H0	Hypothesis Ha	T-*Statistics* (>1,65)	P-*Values* (<0.10)	Description
1	FC -> UB	√		0.362	0.717	Positively influenced but not significant, H0 accepted
2	HB -> UB	√		0.973	0.331	Positively influenced but not significant, H0 accepted
3	PI -> UB	√		0.167	0.867	Positively influenced but not significant, H0 accepted
4	B-I -> UB		√	**3,791**	**0.000**	**Positive and significant effect, Ha accepted**

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c. Discussion of Hypothesis-3

The impact of the Performance Expectancy (P-E), Effort Expectancy (E-E), Social Influence (SI), Facilitating Conditions (F-C), Hedonic Motivation (H-M), Price Value (PV), Habits (H-B), and Personal Innovation (P-I) constructs on Use Behavior (U-B) through Behavioral Intention (B-I) as an Intervening Variable in the use of SIAKAD services is examined in the following specific indirect effect results. The Hypothesis-3 result is shown in Table 11.

Table 11
Hypothesis 3 Results

No	Variable	Hypothesis		T-*Statistics* (>1,65)	P-*Values* (<0.10)	Description
		H0	Ha			
1	PE -> BI	√		1,528	0.127	Positively influenced but not significant, H0 accepted
2	EE -> BI	√		0.542	0.588	Positively influenced but not significant, H0 accepted
3	SI -> BI	√		0.659	0.510	Positively influenced but not significant, H0 accepted
4	FC -> BI		√	**1,902**	**0.057**	**Positive and significant effect, Ha accepted**
5	HM -> BI	√		0.857	0.391	Positively influenced but not significant, H0 accepted
6	PV -> BI	√		0.302	0.762	Positively influenced but not significant, H0 accepted
7	HB -> BI	√		0.846	0.398	Positively influenced but not significant, H0 accepted
8	PI -> BI	√		1,096	0.273	Positively influenced but not significant, H0 accepted

Conclusions

This research was conducted to determine the factors that can affect SIAKAD user satisfaction at Subang University as well as to provide recommendations for improvements that can be used as evaluation material in future planning. The following are conclusions based on the results of the research that has been done.

Performance Expectancy (P-E) and Facilitating Conditions (F-C) have a positive and significant influence on Behavioral Intention (B-I), meaning that the higher the Performance Expectancy and Facilitating Conditions, the greater the intention to use SIAKAD. Behavioral Intention (B-I) has a positive and significant influence on Use Behavior (U-B), meaning that the greater the Behavioral Intention, the greater the likelihood that users will use SIAKAD.

Subang University can improve technological infrastructure and facilities that can support SIAKAD, such as internet access, software, and hardware. Then organize regular training or workshops for lecturers and students to increase understanding of the benefits and optimal performance of SIAKAD. Providing adequate resources, such as strengthening both technical and non-technical services, will help users overcome obstacles in using SIAKAD. Subang University can also provide feedback and testimonials to users who have actively used SIAKAD to strengthen positive behavioral intentions.

Suggestions

Based on the results of the research that has been conducted, suggestions can be given as follows:

1. For SIAKAD developers, it is hoped that they can improve the quality of SIAKAD services and features by paying attention to the factors that influence user satisfaction so that users start to be interested in using it.
2. For further research, it is hoped that this research can be used as a reference regarding UTAUT 3 and TAM theories and examine various factors that do not affect this research.

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