
Application Of Technology Acceptance Model (TAM) To Analyze Alfagift Application Acceptance In Sukabumi Regency

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Abstract

This study aims to analyze the acceptance of the Alfagift application in Sukabumi Regency using the Technology Acceptance Model (TAM) developed by Davis (1989). This quantitative research involved 100 application users as respondents, with data collected through a Google Form-based questionnaire and analyzed using SmartPLS 4 to examine validity, reliability, and structural relationships among the main variables: Perceived Usefulness (PU), Perceived Ease of Use (PEU), Attitude Toward Using (ATU), Behavioral Intention to Use (BI), and Actual System Use (AU). The descriptive analysis results indicate that the mean scores of all variables exceed 4.30 on a 5-point Likert scale, with PEU showing the highest mean value (4.56), suggesting that perceived ease of use is the most dominant factor in application acceptance. Convergent validity and reliability tests (Cronbach's Alpha > 0.7; Composite Reliability > 0.7; AVE > 0.5) confirm the adequacy of the measurement instrument, although one indicator (PEU3) was found to be invalid. Hypothesis testing demonstrates that PU and PEU have positive and significant effects on ATU and BI, and BI significantly influences AU, in line with the classical TAM framework. Although the R-square values for BI (0.431) and AU (0.279) indicate weak to moderate explanatory power, the findings provide empirical contributions to the development of Alfamart's omnichannel retailing strategies, the enhancement of digital literacy in Sukabumi, and the body of TAM literature on local mobile commerce applications. Practical implications include optimizing intuitive features to improve user adoption.

Keywords: *Technology Acceptance Model, Alfagift, Perceived Usefulness, Perceived Ease Of Use, Application Acceptance, Sukabumi Regency.*

INTRODUCTION

The development of digital technology and the internet has driven significant changes in consumer shopping behavior, particularly through the use of mobile commerce applications, which offer convenience, speed, and flexibility in transactions anytime, anywhere. This use of technology has led many retail companies in Indonesia to develop app-based online shopping platforms to increase competitiveness and maintain customer loyalty amidst increasingly fierce competition in the retail industry (Ariyanto & Peranginangin, 2023).

Alfagift is an official application belonging to Alfamart which was developed as an extension of the services of the shopping site www.alfaonline.com to provide a more practical, integrated, and personalized shopping experience for customers. The Alfagift application provides various features such as online product ordering, personalized promotions, integration with membership cards, and home delivery services as a form of implementing the omnichannel retailing concept in the modern minimarket sector. The implementation of the omnichannel retailing concept through Alfagift aims to combine the offline shopping experience at physical Alfamart stores with the online shopping experience to increase customer engagement, satisfaction, and consumer retention (Ningrat & Syahriani, 2025).

However, the success of implementing a mobile-based retail application is determined not only by the availability of features, but also by the level of user acceptance and willingness to utilize the technology in their daily shopping activities. To understand the factors influencing the acceptance and use of an information system or technology application, one of the most widely used models is the Technology Acceptance Model (TAM), first introduced by Davis in 1989 (Aliah, 2022).

Technology Acceptance Model (TAM) explains that the intention and behavior of technology use are influenced primarily by two main constructs: perceived usefulness and perceived ease of use.

Perceived usefulness is defined as the extent to which a person believes that using a system will improve their performance or productivity, while perceived ease of use relates to the belief that the technology is easy to learn and operate (Hanif, 2018).

Various studies related to Alfagift have been conducted, most of which focus on customer satisfaction, loyalty, or retention. However, studies specifically analyzing the acceptance of the Alfagift application using the TAM method in the context of specific regional communities are still relatively limited. In Sukabumi Regency, the development of online shopping applications, including Alfagift, is potentially influenced by demographic characteristics, digital literacy levels, access to telecommunications infrastructure, and consumer shopping habits, which previously relied more on conventional shopping patterns in physical stores. This situation raises the question of whether users in Sukabumi Regency have accepted and utilized the Alfagift application optimally, or whether they still face obstacles related to perceived usefulness, ease of use, and other factors that influence their intention to use the application (Octavianty, Sadat, & Sari, 2022).

Based on the above description, research is needed that applies the Technology Acceptance Model (TAM) method to analyze the acceptance of the Alfagift application in Sukabumi Regency to identify the factors that influence user interest and behavior in utilizing the application. This research is expected to fill the gap in previous studies by providing an empirical overview of the level of acceptance and determinants of Alfagift application use in Sukabumi Regency using the TAM approach.

Based on the background that has been described, the formulation of the research problem includes: (1) how is the level of user acceptance of the Alfagift application in Sukabumi Regency when analyzed using the Technology Acceptance Model (TAM) method; (2) to what extent does perceived usefulness influence attitudes and behavioral interests in using the Alfagift application in Sukabumi Regency; (3) to what extent does perceived ease of use influence attitudes and behavioral interests in using the Alfagift application in Sukabumi Regency; and (4) how do perceived usefulness and perceived ease of use simultaneously influence intentions and behavior in using the Alfagift application in Sukabumi Regency based on the TAM framework.

In accordance with the formulation of the problem, the objectives of this study are: (1) to analyze the level of user acceptance of the Alfagift application in Sukabumi Regency using the Technology Acceptance Model (TAM) method; (2) to test the influence of perceived usefulness on attitudes and behavioral interests in using the Alfagift application in Sukabumi Regency; (3) to test the influence of perceived ease of use on attitudes and behavioral interests in using the Alfagift application in Sukabumi Regency; and (4) to analyze the influence of perceived usefulness and perceived ease of use simultaneously on intentions and behavior in using the Alfagift application in Sukabumi Regency based on the Technology Acceptance Model (TAM) framework.

This research provides theoretical and practical benefits. Theoretically, this research contributes to the development of information systems and consumer behavior studies through empirical evidence of the application of TAM on the Alfagift retail application in Sukabumi Regency, serves as a reference for further researchers in studying the acceptance of mobile shopping technology using the main constructs of TAM, namely perceived usefulness and perceived ease of use, and enriches the literature on the application of TAM in the context of modern omnichannel-based retail in Indonesia.

Practically, the results of this study can provide strategic input for Alfamart management to develop Alfagift application features based on the perception of usefulness and ease of use of the Sukabumi community, help optimize omnichannel retailing strategies by increasing customer engagement and retention, and become the basis for digital marketing decision making to increase the adoption of the Alfagift application among local consumers.

This research also benefits local stakeholders and the community. For the Sukabumi Regency Government, the findings can serve as recommendations for promoting digital literacy and developing an inclusive online shopping ecosystem. For other retail businesses in the same region, this research serves as a reference for understanding the factors that influence the acceptance of mobile shopping

technology. For users and the community, the research is expected to increase understanding of the benefits of Alfagift in meeting daily shopping needs more efficiently and encourage more optimal use of digital technology by understanding the factors that influence usage intentions.

Literature Review

Technology Acceptance Model(TAM)

Technology Acceptance Model(TAM) is a theory that suggests that a person's attitudes and behaviors toward technology are influenced by their reactions to and perceptions of it. How users perceive the usefulness and ease of use of an information system plays a significant role in their acceptance of the technology. Essentially, if someone perceives the benefits and ease of use of a system, they are more likely to accept and use it.

Technology Acceptance Model(TAM) was created by Fred Davis in 1986 to examine the factors influencing technology adoption. It is a widely recognized and influential model used to explain why individuals accept or reject technological systems.

Technology Acceptance Model(TAM) is a model that helps explain why people accept or reject the use of information technology systems. Its primary goal is to identify factors that influence public acceptance of technology and understand end-user behavior. By understanding why a system is unacceptable, steps can be taken to correct any problems and increase acceptance.

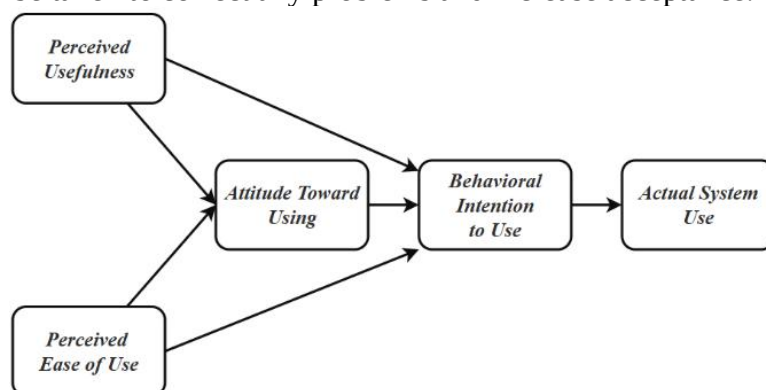


Figure 1. TAM Construction Section

The Technology Acceptance Model (TAM) uses five main constructs. These five constructs are:

Perceived Usefulness(Perceived Usefulness).

Perceived Usefulness is defined as the extent to which a person believes that using a particular technology system will improve the performance of his or her work (Davis, 1989). This definition emphasizes the trust of a user, whereby when a technology system can improve performance, the person will use the technology system. If it cannot improve performance, the person will not trust the system and will not use it.

Perceived Ease of Use(Perceived Ease of Use)

Perceived Ease of Use refers to an individual's belief that using an information technology system will be easy and help simplify their work. As society advances, people tend to prefer simple and easy-to-use technology to avoid wasting time and hindering productivity. Perceived ease of use is a crucial aspect of any technological advancement.

Attitude Toward Using(Attitude towards Use)

Attitude Toward Using refers to a person's attitude toward the use of technology, particularly technological systems, to meet their work needs. This can include acceptance or rejection of technological systems. Attitudes toward use are closely related to a person's behavior toward technology. Market researchers believe that the more positive a person's attitude toward a product or brand, the more likely they are to purchase or use it.

Behavioral Intention to Use(Persistent Behavior in Use)

Behavioral intention to use refers to an individual's interest and motivation to use a particular technology. It is a measure that can be used to understand how attitudes and beliefs about the usefulness and ease of use of a technology influence the intention to actually use it. The Technology Acceptance Model (TAM) is a theory that incorporates behavioral intention to use as an important factor in determining technology acceptance.

Actual System Use(Real User)

Actual usage of a system is determined by how often and how frequently the technology is used. In the case of internet banking, actual system usage can be measured by looking at the number of business transactions, personal transactions, and all transactions conducted at the bank. It has also been stated that a person's intention to use a system can impact actual system usage.

SmartPls4

SmartPLSSmartPLS 4 is software used for Structural Equation Modeling (SEM) analysis using the Partial Least Squares (PLS) approach. This latest version is an improvement on SmartPLS 3, offering a more attractive interface and improved ease of use.

Relevant Previous Research

NO	Researchers and Years	Research Title	Research Object	Method	Key Results
1	HH Ariyanto & P. Peranginangin (2023)	Factors Influencing the Intention to Use Mobile Payment in Indonesia	Mobile Payment	TAM	Perception factors influence usage intention
2	Wahyu Ningrat & S. Syahriani (2025)	Analysis of Alfagift Application User Satisfaction Level	Alfagift Application	EUCS&NPS	High satisfaction with convenience and function
3	Sherly Aliah (2022)	Alfagift Application User Satisfaction Analysis	Alfagift Application (Polsri Students)	Satisfaction Survey	Student users are satisfied with the application features
4	M. Hanif (2018)	Analysis of TAM on Jenius Mobile Banking	Jenius Mobile Banking	TAM	PEU&PU has a significant impact in Jakarta
5	H. Ekky Octavianty et al. (2022)	Factors Influencing Online Shopping Intention for Products Vitamin	Online ShoppingVitamins (DKI Jakarta)	Regression	Perceived usefulness drives purchase intention
6	M. Ariany et al. (2025)	Influence of Omnichannel, Engagement, Satisfaction, TAM on Retention: Alfagift Case	Alfagift	TAM + Omnichannel	TAM increases Alfamart customer retention
7	U. Brawijaya et al. (2017)	Analysis of Factors of Interest in Using Alfagift Grocery Shopping	Alfagift Online Grocery	TAM	Digital payment integration increases interest

8	G. Mahendra Putra et al. (2024)	Implementation of TAM for BRImo (BRI Tana Paser Case Study)	BRImo Application	TAM	High acceptance in rural areas
9	N. Mirantika et al. (2022)	M-Commerce Acceptance Analysis with TAM	M-CommerceKuningan Retail	TAM	PEU&PU influence sales revenue
10	A. Perception et al. (2024)	Analysis ofPEU on Intention to Use Alfagift via PU	Alfagift (Sukabumi Consumer)	TAM Mediation	PU mediates PEU to usage intention
11	L. Ana et al. (2025)	E-Learning Acceptance Analysis with TAM	E-LearningLectures	TAM	Ease of increasing media reception
12	G. Initiative (2019)	Analysis of Lazada Acceptance Factors with TAM	E-MarketplaceLazada	TAM	Consumers embrace benefit-based applications
13	A. Siswoyo & B. S. Irianto (2023)	TAM Analysis of Mobile Banking Users	Mobile BankingGeneral	TAM	Journal owner: PU&PEU significant
14	A. Mulyani et al. (2022)	SIAM Acceptance Analysis of Garut Institute of Technology	SIAM Academic System	TAM	High acceptance of information systems
15	F. Hanifa et al. (2023)	Analysis of Alfagift Surabaya's Acceptance with TAM	Alfagift Application	TAM	Positive reception among urban communities
16	D. Chaniago & M. Akbar (2020)	Shopee User Capability Analysis with TAM	E-CommerceShopee	TAM	High user capability via PEU/PU

Research Gap

The research gap in this study lies in:

1. Limitations of TAM studies in the context of non-urban areas (Sukabumi Regency).
2. Alfagift's research focuses on satisfaction, not technology acceptance.
3. The use of pure classical TAM in Alfagift applications at the regional level is still minimal.
4. External factors outside of TAM that influence actual application usage have not been identified.

This gap underlies the importance of conducting this research, as well as being an opportunity for further research to develop a more comprehensive TAM model.

RESEARCH METHODS

Types of Research Approaches

This study adopted a quantitative approach to analyze the acceptance of the Alfagift app in Sukabumi Regency. The TAM method was chosen because it can identify factors influencing user interest and behavior in utilizing the app. This research method includes:

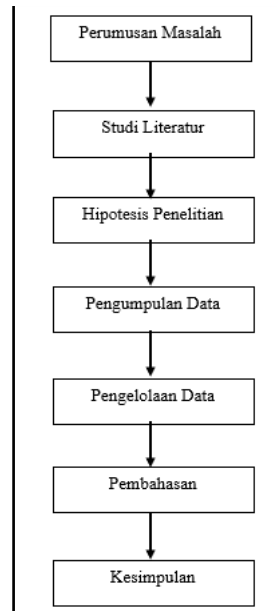


Figure 2. Research Methodology Stages

Formulation of the problem

Problem formulation is the stage where researchers identify existing issues within the research subjects. At this stage, the authors examine existing issues and identify them. At this stage, researchers will analyze the acceptance of the Alfagift application in Sukabumi Regency. They will also determine where and what methods to use. This study uses the Technology Acceptance Model (TAM).

Literature Study

The literature review process is conducted systematically with the aim of exploring, evaluating, and summarizing various research findings related to the topic being studied. This step plays a crucial role in formulating the conceptual basis of the research and identifying the theories that serve as its primary foundation.

Research Hypothesis

The following is an explanation of the hypothesis based on the relationship between variables in Bootstrapping in the Technology Acceptance Model (TAM) method:

1. *Attitude Toward Using*→ Behavioral Intention To Use: Attitude towards use (ATU) has a positive effect on behavioral intention (BI).
2. *Behavioral Intention to Use*→ Actual System Use: Behavioral intention (BI) has a positive effect on actual usage (AU).
3. *Perceived Ease of Use*→ Attitude Toward Using: Perceived ease of use (PEU) has a positive effect on attitude towards use (ATU).
4. *Perceived Ease of Use*→ Behavioral Intention To Use: Perceived ease of use (PEU) has a positive effect on behavioral intention (BI).
5. *Perceived Usefulness*→ Attitude Toward Using: Perceived usefulness (PU) has a positive effect on attitude towards use (ATU).
6. *Perceived Usefulness*→ Behavioral Intention To Use: Perceived usefulness (PU) has a positive effect on behavioral intention (BI).

Data collection

Data collection was conducted using a structured approach to obtain the information needed to test the hypotheses in this study. The data collection technique used was the distribution of a questionnaire to Alfagift app users residing in Sukabumi Regency. The questionnaire instrument was designed based on the Technology Acceptance Model (TAM) variables and compiled in Google Form format. A total of 100 participants from the Sukabumi area participated in completing the questionnaire.

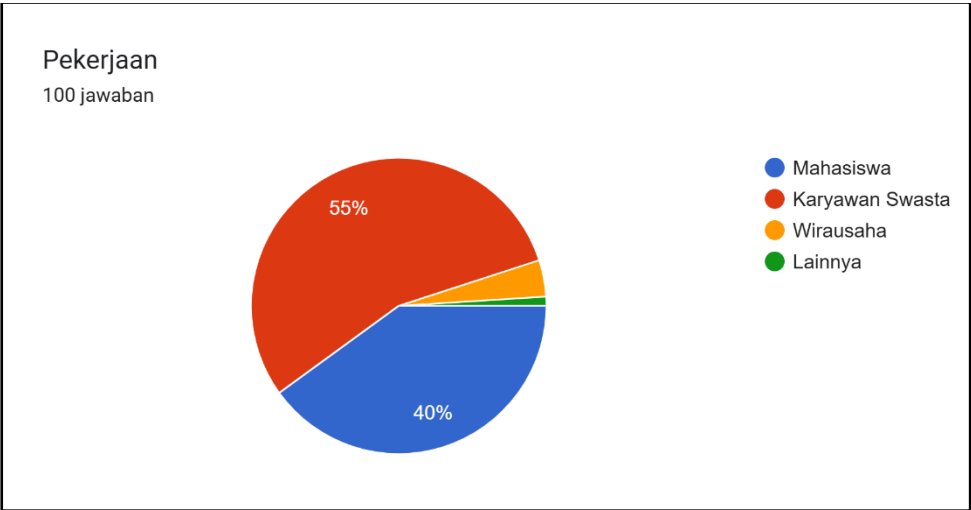


Figure 3. Qualifications Based on Job

Data Management

After data collection, the next stage is data management. Data obtained from the Alfagift application user questionnaire were then analyzed using descriptive statistics to identify respondents' responses regarding the acceptance of the Alfagift application in Sukabumi Regency. The data analysis process was carried out using SmartPLS version 4 software. Instrument validity and reliability tests were conducted to ensure data quality.

RESULTS AND DISCUSSION

Results and Discussion

Data was collected by distributing a questionnaire containing the Technology Acceptance Model (TAM) to analyze the acceptance of the Alfagift app in Sukabumi Regency. The questionnaire was created in Google Form format, and the link was then distributed to 100 respondents, all users from the Sukabumi area.

Research Instruments

Research instruments are tools for analyzing data that include certain variables and performing calculations based on the quantitative data obtained.

Table 2. Likert Scale

Score	Category
1	Strongly disagree
2	Don't agree
3	Neutral
4	Agree
5	Strongly agree

Table 3. Variables and Indicators of TAM Method Research

Variables	ID	Indicator
Perceived Usefulness	PU1	Using Alfagift increases my daily shopping productivity.
	PU2	Alfagift makes it easier to access product promotions and discounts.
	PU3	Alfagift is useful for meeting shopping needs.
	PEU1	I found Alfagift easy to use for ordering goods.

Perceived Ease of Use	PEU2	Alfagift's interface is intuitive and requires no special training.
	PEU3	The checkout and payment process at Alfagift is simple and fast.
Attitude Toward Using	ATU1	I feel positive about using Alfagift for shopping.
	ATU2	The shopping experience at Alfagift is pleasant and satisfying.
	ATU3	I am comfortable using Alfagift compared to other similar applications.
Behavioral Intention to Use	BI1	I intend to continue using Alfagift in the long term.
	BI2	I would recommend Alfagift to friends or family.
	BI3	I prefer Alfagift for my regular shopping transactions.
Actual Use	AU1	I regularly access Alfagift at least once a week.
	AU2	The frequency of my transactions through Alfagift has increased since I first used it.
	AU3	Alfagift is my first choice for purchasing daily necessities.

The data in this study were obtained from a survey of app users. The data was then analyzed using descriptive analysis methods to identify respondents' responses regarding the acceptance of the Alfagift app in Sukabumi Regency.

Table 4. Results of Descriptive Analysis of Research Variables

Indicator	n	Percentage of Answers %					Mean
		STS	TS	N	S	SS	
PU1	100	0	0	6	51	43	4.44
PU2	100	0	0	4	51	45	
PU3	100	0	0	4	38	58	
PEU1	100	0	0	3	49	48	4.56
PEU2	100	0	0	3	38	59	
PEU3	100	0	0	2	29	69	
ATU1	100	0	0	8	56	36	4.39
ATU2	100	0	0	10	38	52	
ATU3	100	0	0	10	33	57	
BI1	100	0	1	11	47	41	4.38
BI2	100	0	2	11	30	57	
BI3	100	0	1	12	28	59	
AU1	100	0	1	14	44	41	4.37
AU2	100	0	0	15	34	51	
AU3	100	0	0	13	23	64	

Based on the descriptive analysis data of the research variables above, it can be described as follows:

Perceived Usefulness(PU)

The Perceived Usefulness variable had a mean value of 4.44, with the majority of respondents agreeing or strongly agreeing. This indicates that respondents considered the system to have real benefits, to facilitate work, and to improve user effectiveness and performance in carrying out their activities.

Perceived Ease of Use(PEU)

The Perceived Ease of Use variable achieved the highest mean score, at 4.56. These results indicate that respondents considered the system easy to learn, easy to understand, and not requiring significant effort to operate. This ease of use is a crucial factor in increasing system acceptance by users.

Attitude Toward Using(ATU)

The Attitude Toward Using variable had a mean value of 4.39. This value indicates that respondents had a positive attitude toward using the system. This positive attitude was reflected in users' comfort, interest, and acceptance of the system's existence and use in their activities.

Behavioral Intention(BI)

The Behavioral Intention variable obtained a mean value of 4.38, indicating that respondents had a strong intention to continue using the system in the future. This high intention to use was influenced by the perceived usefulness and ease of use experienced by users while interacting with the system.

Actual Use(AU)

The Actual Use variable had a mean value of 4.37. This result indicates that the system was not only accepted in terms of attitude and intention, but also actually used by respondents. The high level of actual use indicates that the system is truly implemented and utilized in daily activities.

Overall, all study variables had a mean value above 4.30, indicating a very good level of system acceptance. Respondents perceived the system as useful and easy to use, had positive attitudes and intentions, and had actually used it, thus the system was considered successful and well-received by users.

Measurement Model Test Results (Outer Model)

Validity testing is conducted to determine whether all research instruments proposed to measure the research variables are valid. Convergent validity in PLS with reflective indicators is assessed based on the loading factor. The standard loading factor value criterion must be 0.7 or above. Another measure of convergent validity is the Average Variance Extracted (AVE) value. An AVE value above 0.5 indicates a valid indicator.

Figure 5 shows the output of the outer model test to determine whether each research variable is valid or invalid. To measure the outer model, two stages are carried out: Validity Test and Convergent Validity.

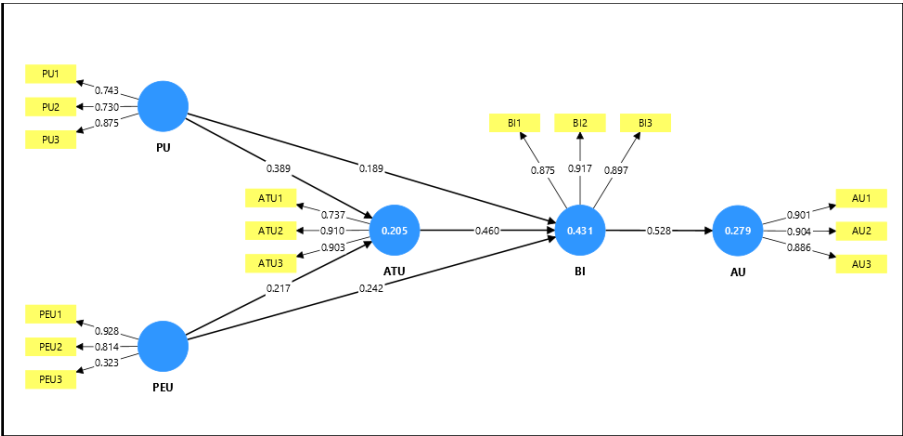


Figure 4. Results of the Outer Model Test of the Research on SmartPLS

Validity Test

The Convergent Validity Test is seen from the loading factor value, namely the value of each indicator with a value criterion of 0.7 and the Average Variance Extracted (AVE) value, namely the value of each variable >0.5. In the SmartPLS application, two iteration stages are carried out: after the measurement model is formed, calculations are then carried out using the PLS Algorithm. The results of convergent validity are shown in Table 5 below.

Table 5. Convergent Validity Test Results

Indicator	Loading Factor	Information	AVE
PU1	0.743	Valid	0.617
PU2	0.730	Valid	
PU3	0.875	Valid	
PEU1	0.928	Valid	0.542
PEU2	0.814	Valid	
PEU3	0.323	-	
ATU1	0.737	Valid	0.729
ATU2	0.910	Valid	
ATU3	0.903	Valid	
BI1	0.875	Valid	0.804
BI2	0.917	Valid	

BI3	0.897	Valid	0.805
AU1	0.901	Valid	
AU2	0.904	Valid	
AU3	0.886	Valid	

From the results of the data processing above, it can be concluded that the indicators have met the requirements for convergent validity because the value of the outer loading on each variable has a value of more than 0.7, except for the PEU3 indicator which is below 0.7, then the indicator is declared invalid.

Reliability Test

Reliability testing is conducted to demonstrate the accuracy and precision of an instrument in measuring a construct. Reliability testing can be performed by examining Cronbach's Alpha and Composite Reliability. In this study, Cronbach's Alpha and Composite Reliability values were used according to the criteria used, which must be at 0.7 or higher. These values can be seen in Figure 6 below.

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
ATU	0.817	0.888	0.889	0.729
AU	0.879	0.880	0.925	0.805
BI	0.878	0.880	0.925	0.804
PEU	0.716	0.484	0.756	0.542
PU	0.731	0.888	0.827	0.617

Figure 5. Results of Research Reliability Test on SmartPLS

Based on the results in Figure 5 above, it shows that the Cronbach's Alpha and Composite Reliability values are in accordance with the criteria used, which are at a value above 0.7. The Cronbach's Alpha value produced by all variables is more than 0.7 with a minimum value of 0.716 by the Perceived Ease of Use variable and a maximum value of 0.879 by the Actual Use variable. Then, for the Composite Reliability value produced by all variables is also more than 0.7 with a minimum value of 0.756 by the Perceived Ease of Use variable and a maximum value of 0.925 by the Actual Use and Behavioral Intention to Use variables.

Structural Model Test Results (Inner Model)

After conducting the Outer Model test and obtaining positive results, the next step in evaluating the results is to assess the Structural Model (Inner Model). This stage involves testing the Determinant Coefficient (R-Square), the F-Square Test, and the Hypothesis Test.

R-Square Test

R-Square is used to measure the value of the independent variable (free variable) in influencing the dependent variable (bound variable) where the higher the R-Square value, the better the prediction of the research model. The provisions of the R-Square value are explained by Ghozali (2015) in the study that the R-Square value is categorized as strong if it is more than 0.75, moderate if it is more than 0.50 but lower than 0.75 and weak if it is more than 0.25 but lower than 0.50. The following results of the R-Square value in this study can be seen in Figure 6 below.

R-square - Overview		
	R-square	R-square adjusted
ATU	0.205	0.189
AU	0.279	0.272
BI	0.431	0.413

Figure 6.R-Square Test Results

Based on the results of data processing in Figure 7, the results of the R-Square test can be seen, R-square on the Attitude Toward Using (ATU) variable The R-square value of 0.205 is below the limit of 0.25, so the model's ability to explain the ATU variable is classified as very weak. This indicates that user attitudes towards system use are still heavily influenced by other factors outside the variables used in the research model. R-square on the Actual Use (AU) variable The R-square value of 0.279 is in the range of more than 0.25 but lower than 0.50, so it is included in the weak category. This means that the research model has limited ability to explain the actual use of the system, although it still provides a meaningful explanatory contribution. R-square on the Behavioral Intention (BI) variable The R-square value of 0.431 is also in the range of more than 0.25 and less than 0.50, so it is categorized as weak. This indicates that the variables in the model have not been fully able to explain user behavioral intentions, but still provide a relevant influence.

F-Square Test

The F-Square is used to analyze the level of influence of a variable's prediction, whether it is weak, moderate, or strong at the structural level. The F-Square value criteria are explained as follows: a value of 0.02 indicates the variable predictor has a small influence, a value of 0.15 indicates a medium influence, and 0.35 indicates a large influence.

f-square - Matrix					
	ATU	AU	BI	PEU	PU
ATU			0.296		
AU					
BI		0.387			
PEU	0.059		0.097		
PU	0.190		0.053		

Figure 7. F-Square Test Results

Based on the data processing results in Figure 7 F-Square, it can be seen that there are three variables that have a moderate contribution to the research model. The Behavioral Intention (BI) variable towards Actual Use (AU) has an f-square value of 0.387 or 38.7%, the Attitude Toward Using (ATU) variable towards Behavioral Intention (BI) is 0.296 or 29.6%, and the Perceived Usefulness (PU) variable towards Attitude Toward Using (ATU) is 0.190 or 19.0%. Meanwhile, other variables such as Perceived Ease of Use (PEU) on Attitude Toward Using (ATU) with an f-square value of 0.059, Perceived Ease of Use (PEU) on Behavioral Intention (BI) of 0.097, and Perceived Usefulness (PU) on Behavioral Intention (BI) of 0.053 are included in the category of having a small effect, because the f-square value obtained is still below 0.15.

CONCLUSION

Based on data analysis and discussion using the Technology Acceptance Model (TAM) method on 100 respondents who use the Alfigift application in Sukabumi Regency, the level of acceptance of this application is considered very good with an average value (mean) of all research variables Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioral Intention, and Actual Use above 4.30, where Perceived Ease of Use reaches the highest value of 4.56, indicating ease of use as the most superior aspect. Perceived usefulness (Perceived Usefulness) has a positive and significant effect on the attitude of use (Attitude Toward Using) and behavioral intention (Behavioral Intention), so that the higher the perceived benefits in increasing shopping productivity, the more positive the user's attitude and intention to continue using.

Similarly, perceived ease of use (Perceived Ease of Use) has a positive and significant influence on attitudes and behavioral intentions, with an intuitive interface and a simple transaction process as key factors. The TAM model flow is confirmed where the attitude of use significantly influences

behavioral intentions, which in turn influences actual use, so that the positive attitudes of Sukabumi users are manifested in daily routine use. However, the determination test (R-Square) shows that the model explains 43.1% of the variability in behavioral intentions (weak to moderate) and 27.9% of the variability in actual use (weak), indicating the presence of other external factors that also influence the decision to use the Alfagift application.

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