ABSTRACT

The current information system is so widely used in business, but not all information systems created are successful because they sometimes fail. The failure can be caused by a combination of technical, social and behavioral factors. Internal and external parties have a big share in the success or failure of information technology projects that are being done.

This study aims to determine the level of acceptance of information systems in terms of purchasing group tickets made on the official website of KAI and the creation of a new group ticket purchasing business process.

The method used in this research is qualitative and quantitative. The acceptance model of the infromation system used is the Technology Acceptance Model (TAM). Data collection techniques that is by conducting interviews to the KAI and distributing questionnaires to 100 respondents who had made a transaction buyer group tickets. Data analysis techniques used are descriptive statistical analysis techniques and use SPSS version 21 and SmartPLS 3 to process data.

The result of this research stated that the readiness in purchasing group tickets on KAI website is in good category. The recommended business process described using Unified Modeling Language (UML) is a use case diagram, use case scenario and activity diagram.

Keywords: Group Ticket, Business Process, Technology Acceptance Model (TAM), Unified Modeling Language (UML).