

## INTRODUCTION

Efficient transportation services play a crucial role in supporting the smooth implementation of campus activities within university environments. By providing easy accessibility, saving time, and fostering interactions among campus community members, the campus transportation system becomes a crucial foundation in supporting learning activities, collaboration, and personal development in the higher education environment. As technology continues to advance, technology-based transportation services have emerged as innovative solutions to enhance efficiency, reliability, and comfort. Telkom University, a leading university in Indonesia, has developed the My Tel-U mobile application to cater to the needs of the campus community. My Tel-U offers various features designed to provide practical and efficient support via mobile devices within the Telkom University campus environment. One of these features is "My Tuc-Tuc".

Telkom University's campus spans approximately 50 hectares, with faculties located at considerable distances from each other. This geographical layout poses challenges for students who need to attend lectures, manage administrative tasks, and participate in campus activities. To address this issue, the campus provides the TelU Car (TUC) service, also known as Tuc-Tuc, which enables the campus community to commute and carry out activities within the Telkom University environment [1]. However, there have been complaints from students regarding the TUC's routes, stopping areas, and operational schedules. To overcome these challenges, the campus has developed the "My Tuc-Tuc" feature within the My Tel-U application, allowing users to monitor TUC activities in real-time.

During the initial stages of its development, "My Tuc- Tuc" encountered challenges, particularly from TUC drivers. The feature required drivers to enable GPS on their mobile devices to allow users to track the TUC units' whereabouts. The continuous use of GPS in drivers' mobile devices presents several noteworthy issues. Firstly, prolonged usage can lead to excessive device heating, disrupting driver comfort during work and potentially causing damage. This impact goes beyond driver experience, affecting the device's lifespan and potentially disrupting daily operations. Additionally, constant GPS activity contributes to rapid battery drainage, which becomes critical for drivers spending long hours on the job, as it may lead to swift battery depletion and the loss of access to essential tools for transportation services. These technical problems also significantly impact overall driver productivity, as

troubleshooting device heating or weak battery issues demands valuable time, ultimately disturbing operational efficiency and service quality delivered to users. This suggests that users, including drivers, may not be fully prepared to embrace new technology. Consequently, a comprehensive analysis of technology readiness for application-based transportation services within the Telkom University campus environment is essential. Introducing new product innovations without assessing technology readiness can lead to wasted time, dissatisfied customers, and lost revenue [2].

Technology readiness refers to individuals' inclination to adopt and utilize new technologies to achieve their goals in various aspects of life, including home and work [3]. Therefore, the purpose of this study is to evaluate the technology readiness of the "My Tuc-Tuc" service at Telkom University. Previous studies have examined the readiness of transportation service technology in different contexts, demonstrating that technology readiness can predict the acceptance of autonomous shuttles among older drivers [4]. Technology that corresponds to users' needs and expectations yields a favorable impact on system efficiency while mitigating resistance towards change. Furthermore, a profound understanding of user perspectives also assumes a role in mitigating resistance towards change and stimulating pertinent innovations. The Technology Readiness Index 2.0 (TRI 2.0) is a widely used scale model for measuring technology readiness, offering valuable insights in decision-oriented research where technology-based innovation plays a significant role [5]. Thus, this research will employ TRI 2.0 to assess the technology readiness of "My Tuc-Tuc" at Telkom University.