

ABSTRACT

The Student Academic Registration System (SIRAMA) at Telkom University is one of the platforms used to facilitate the academic administration process for students and academic advisors. However, despite the system being designed to provide convenience, challenges in user acceptance of new technology often arise and need to be addressed. One approach to understanding technology acceptance is the Technology Acceptance Model (TAM), which identifies factors influencing users' intention to continue using a system. This study aims to test the implementation of TAM in SIRAMA by analyzing the relationship between System Quality, Information Quality, Innovation Quality, and Service Quality on Perceived Usefulness, Perceived Ease of Use, and Continuance Intention.

This research employs a quantitative approach with Structural Equation Modeling (SEM) analysis using Partial Least Squares (PLS) 4. The sample consists of 383 respondents, including students and academic advisors at Telkom University. The collected data were analyzed to test the relationships between the variables under investigation, namely System Quality, Information Quality, Innovation Quality, Service Quality, Perceived Usefulness, Perceived Ease of Use, and Continuance Intention.

The results show that System Quality has a positive but insignificant effect on Perceived Usefulness and Perceived Ease of Use. Information Quality significantly affects Perceived Usefulness and Perceived Ease of Use, but does not significantly influence Continuance Intention. Innovation Quality significantly affects Perceived Usefulness, Perceived Ease of Use, and Continuance Intention. Meanwhile, Service Quality significantly affects Perceived Ease of Use and Continuance Intention, but does not significantly affect Perceived Usefulness. In terms of indirect effects, System Quality has a positive but insignificant effect on Continuance Intention through Perceived Usefulness and Perceived Ease of Use. Information Quality shows a positive but insignificant effect on Continuance Intention through Perceived Usefulness and Perceived Ease of Use. Additionally, Information Quality significantly influences Continuance Intention through both Perceived Usefulness and Perceived Ease of Use. Service Quality, while positively affecting Continuance Intention, shows a significant effect only through Perceived Ease of Use.

Keywords: *System Quality, Information Quality, Innovation Quality, Service Quality, Perceived Usefulness, Perceived Ease of Use, Continuance Intention*