

ABSTRACT

This study analyzes the factors influencing the adoption of the Smart Fish Feeder at SeinFarm using the Technology Acceptance Model (TAM). The Smart Fish Feeder is an automated fish feeding technology designed to improve efficiency and consistency in feed distribution within the biofloc farming system, thereby reducing feed waste accumulation and maintaining optimal water quality. This study employs both quantitative and qualitative approaches, collecting data through interviews, observations, and questionnaires distributed to 30 fish farmers at SeinFarm. The analyzed variables include perceived ease of use, perceived usefulness, attitude toward using, behavioral intention, and actual system use. The findings indicate that the Smart Fish Feeder is well accepted by fish farmers, with an acceptance rate of 90,4%. The primary factors influencing the adoption of this technology are perceived usefulness and ease of use, where perceived usefulness significantly impacts behavioral intention with a regression coefficient of 0.74, while perceived ease of use has an influence of 0.68. Furthermore, behavioral intention to use the Smart Fish Feeder shows a strong correlation with actual use, with a coefficient of determination (R^2) of 0.79.

Keywords : Smart Fish Feeder, Technology Acceptance Model (TAM), Technology Adoption, Fish Farming.